

THRICE WOUNDED AND ONCE PRISONER, HE CONTINUES HIS WORK

Serb Officer Passed Through City Saturday.

Andrea Churchich, adjutant officer asprant...

All the man's family had been killed in the war...

STREET RLY. COMPANY GETS RELIGIOUS BOOKS IN VARIETY SUNDAYS

It has often been said that a lot of people are careless about their religion...

However, the reports on articles found that London autumn...

Included in the list of such books now awaiting claimants are...

FOUR VOLUNTEERS WERE ACCEPTED ON SATURDAY

Four volunteers were accepted at the local mobilization centre Saturday.

One man apprehended under the military service act was boarded at the local mobilization centre Saturday.

The following is a list of Saturday's volunteers: A. E. Bourbeau, W. O. Windsor, L. E....

Warts Disfigure the Hands.

But can be painlessly removed in twenty-four hours by the use of Warts and Corns Extractor...

High Blood Pressure

The Blood Vessels Are Likely To Bulge or Break Under the Pressure of the Blood Stream—Warning—Refrain From Violent Exercise.

The Veins and Arteries are like flues of an engine boiler, they become incrustated with "cholesterol"...

END INDIGESTION OR STOMACH PAIN IN FIVE MINUTES

"Pape's" Diapiespin makes sick, sour, gassy stomachs feel fine.

Time!! In five minutes your sour, acid stomach feels fine. No indigestion, heartburn, or belching of gas, or eructations of undigested food...

Millions of men and women now eat their favorite food without fear that they know Pape's Diapiespin will save them from such misery.

PLOT AWAY DISTRUST AND SUSPICION SAYS REV. R. S. PEEVER IN DEALING WITH ALLEGED OATH OF THE K. OF C.

Pastor of First Methodist Church Tells How One Community Got at Roots of Evil Rumors That Sapped Goodwill and Co-operation.

To the Editor of The Advertiser: I have noticed recently various letters in your paper...

But this kindly feeling among its citizens became greatly disturbed a few years ago by the circulation of this foolish, false and idiotic oath, which created unrest, criticism and suspicion...

HOUSE BURNS WHILE FAMILY IN LONDON T.P. ATTENDS CHURCH

Melrose, July 15.—Fire of unknown origin destroyed the house and contents of Edward Sholbrock, concession 6, London Township, Sunday forenoon.

EIGHT MERRY MAIDENS OFF TO PICK FRUIT FOR FARMERS NEAR WINONA

Eight merry maidens left the city at 12:20 o'clock today for Winona, where they expect to remain until the beginning of October...

McDONALD REUNION HELD AT LAKESIDE

THAMESFORD, July 14.—The annual reunion of the McDonald clan held on the picnic grounds at Lakeside, was attended by more than 150 members...

SPRINGBANK PICNICS

Thousands attended the picnics held at Springbank Park Saturday afternoon. The National Brass Company, X. C. Tomlinson, L. Spivey, the Somerville Paper Box Company and the O-Pee-Ches Gum Company and No. 2 Federal Association of Letter Carriers' picnics were held there.

The National Brass Company's program of sports was a baby show. Baby Buster Hickey was the prize-winner. A baseball game was also played in connection with the National Brass picnic...

The L. X. L. Spice and Coffee Company also had a fine program of sports. The banana race being featured. A baseball game was also played...

LONDON LETTER CARRIERS.

The letter carriers also had a fine program of sports. During the afternoon James Cushing, for 33 years a member of the Federated Association of Letter Carriers, and an active worker in this branch, was presented with a beautiful smoking set by the members of this branch of the association...

Children's race, 7 years and under—1. H. Shill, 2. J. Kilbourne, 3. G. Gwathmeh. Girls' race, 8 to 11 years—1. R. Kilbourne, 2. Dorothy Langford, 3. Ruby Gwathmeh...

CORP. MURRAY WELSH IS AWARDED D. C. M.

KINCARDINE, July 14.—Word was received from Ottawa, on Saturday, by Mr. Matthew Welsh, stating that his son, Corp. Murray Welsh, has been awarded the distinguished conduct medal while serving with the Royal Canadian Dragoons...

Neighbors in the district made an effort to save the building but were unable to do much, as the fire had gained considerable headway before it was discovered. The difficulty in fighting the fire was added to when the pump nearby was broken by fire and prevented water from being secured to fight the flames.

LOOK AT CHILD'S TONGUE IF SICK, CROSS, FEVERISH

Hurry, Mother! Remove poisons from little stomach, liver, bowels.

Give "California Syrup of Figs" at once if bilious or constipated.

Look at the tongue, mother! If coated, it is a sure sign that your little one's stomach, liver and bowels need a gentle, thorough cleansing at once.

When peevish, cross, listless, pale, doesn't sleep, doesn't eat or act naturally, or is feverish, stomach sour, breath bad, has stomach-ache, sore throat, diarrhoea, full of cold, give a teaspoonful of California Syrup of Figs...

Ask your druggist for a bottle of "California Syrup of Figs," which has directions for babies, children of all ages and for grown-ups plainly on the bottle.

LIFT OFF CORNS FREEZONE IS MAGIC

Costs few cents! Sore, touchy, corners lift right off with fingers. No pain!

Drop a little Freezone on an itching corn, instantly that corn stops hurting, then you lift it right out. It doesn't hurt one bit. Yes, magic!

St. Thomas Branch of London Firm To Open Doors Today

Elgin Manufacturing Company Is New Name.

ST. THOMAS, July 14.—A number of employees will commence work at the new Elgin Manufacturing Company, situated in the old Thomas Brothers' building here Monday morning...

SHAKING OFF YOKE OF GERMAN IS RUSS PLAN

Paris, July 15.—Alexander F. Kerensky, former premier of the Russian Provisional Government, today declared to a committee of the French Radical party that the repeated attempt made by the Russians to shake off the German yoke...

FAVOR POSTIES' STRIKE

HAMILTON, Ont., July 14.—The letter-carriers here held a meeting on Saturday at which they discussed the delay in the payment of the war bonus. The Government was scored for its delay in the matter, and a number favored joining the Toronto postmen in a strike, unless the Government at once pays the promised bonus.

FLAX-PULLING HAS STARTED AT ST. MARYS

ST. MARYS, July 14.—Although haying has been general for the past ten days, the season has been late and the crop much lighter than last year. Alsike and clover are heavy crops and of good quality, and much has been cut. Flax pulling has started, but the public school board announced yesterday the appointment of Miss Heather of Guelph as commercial inspector.

Western Ontario's Mail Order House. Conservation of Resources and Merchandise Is Emphasized in This July Linen Sale. Buying now in this great sale is one way of helping the Government and being very practical yourselves.

Towels and Toweling in July Sale This Week. This week we are featuring some excellent values in Towels, Towelings, etc., small clearing lots, balance of old purchases, which cannot be replaced...

Government Receipt Booklets, 5c Each. These beautiful little booklets have been prepared by experts under the direction of the Canada Food Board.

Buy Your Lace Curtains Now. What future prices will be in not for us to predict, but far-seeing importers are stocking heavily even at present prices for next season's delivery.

You Would Buy Window Curtains Now. If you could see the difference in price between present stocks and fall shipments, and our customers would not wait to be urged to buy if they knew the special values we have to offer in many lines.

SCRIM CURTAINS, \$1.50 to \$3 PAIR. Particularly good values at these prices and hard goods to get, but be sure and secure your needs for fall next week. Prices range at per yard... \$1.50, \$1.75, \$2.00, \$2.50, \$2.75, \$3.00.

NOTTINGHAM LACE CURTAINS. In a variety of designs and in the different qualities, at near the old prices. We have the newest designs to show you, and the prices are, per pair...

AFTERNOON TEA SPECIALS. Fruit Salad, with Vanilla Ice Cream-15c. Strawberry Jam, Toast, Cut Cake, Cup of Tea or Coffee... 30c.

SEE CANADA NOW. It is safe to say that but a small percentage of the people of Canada have ever visited any of the many resorts in the "Highlands of Ontario." Notwithstanding the fact that they are the character of the different resorts, where to go for fishing, canoeing, camping or where to find a choice hotel retreat for a quiet week or month.

Reliance Garage Service Station. LONDON, July 13.—The Rev. Dr. Joseph Fort Newton, pastor of the City Temple in London, is going to the United States on a special mission for the British Government, according to the Fall Mail Gazette.

DODD'S KIDNEY PILLS. GUARANTY. RHEUMATISM. BRUISES. DIABETES. BACKACHE. REGISTERED TRADE MARK. NO. 23 THE PROPRIETOR.

Lemon Juice For Freckles. Girls! Make beauty lotion at home for a few cents. Try it!

FOUR

London Advertiser
MORNING EDITION. City. 12c per week. \$6.00 per year.
NOON EDITION. City. 12c per week. \$6.00 per year.
EVENING EDITION. City. 12c per week. \$6.00 per year.

IS HINDENBURG DEAD?
THE REPORT of the death of Field Marshal von Hindenburg may or may not be true. In the Allied countries since war commenced, almost every leader of note on the enemy side has been the subject of such a rumor.

While Hindenburg has not been able to shatter either the Allied front or the Allied morale, in the popular mind he is the most dreaded of German leaders. His very countenance is a sign of savagery and such a face as one would expect to find on the chief of the general staff villains.

BIOGRAPHY.

THE PAST YEAR has been notable for the number of outstanding biographies that have been published. John Morley, Edward Everett Hale, Audubon and John Fiske are but four of the subjects whose lives and thoughts have been interpreted to war-time readers.

Fiske accomplished a remarkable feat when he made the American people take an interest in their own history. Parkman, though an American, has done something of the same service for Canadians, and we will always hold his name in honor for it.

There have been few fields of history equal to that upon which Fiske entered. He took for his theme the unfolding of one of the great epochs of human history: The discovery of the western world; the transplanting to this new world of the elements of the social and political organizations of Europe.

Fiske as a scientific and philosophic thinker is a side of Mr. Clark's biography that will interest many. Fiske was a stout disciple of Herbert Spencer and his most enthusiastic defender in America.

THE HISTORICAL SOCIETY'S WORK.

PART NINE of the transactions of the London and Middlesex Historical Society has been published. It is a number of special interest, containing 'The Village of London,' by Cl. T. Campbell, M.D., the most accurate and full history of London when it was a village yet published.

tion with the Oddfellows he has brought credit to London, by the addresses he has delivered at continental gatherings of that order. His voice and pen have done equally good work.

The same volume contains some reminiscences by Judge William Elliot which takes us back to 1837, the year in which Judge Elliot came to America with his parents.

'The History of the Wilberforce Refuge Colony in Middlesex County' is given by one who has already made a name for himself as a writer, and is destined to secure a lasting place, Fred Landon, B.A., and the final pages give the names of those in London's honor roll in the great world war, the boys who are making history that will affect all mankind while the world lasts.

A LOSS TO NEWSPAPERDOM.

THE PUBLISHING business of Canada suffers a real loss in the resignation of Mr. J. F. MacKay from the position of business manager and treasurer of the Toronto Globe; the industrial field, to which he is to devote his energies, will be the gainer.

Mr. MacKay has had a long and progressive career in newspaperdom. He learned the printing trade in the office of the Woodstock Sentinel-Review, served for a time as a reporter on the Toronto Mail, became publisher of the Leamington Post and then became co-partner with Mr. J. S. Brierley in the publishing of the Chatham Banner.

Mr. MacKay is stepping into the industrial field in a capacity which will carry with it heavy responsibilities and place him in a position to take an important part in the rejuvenation of the world.

EDITORIAL NOTES.

'Something extra fine in overalls,' says an advertiser. She's a farmerette!

Did the Canadian railways get permission to raise their rates on coal? If so, from whom?

Dame Summer found out yesterday that she needn't have stayed away so long for want of a welcome.

Speaking of hydro conservation, wouldn't it be wise to shut off the lights at the new local building once in a while?

What if the Alberta judges had called upon the military authorities to assist them in the upholding of the court's order?

It's a rare law that forces the military authorities to protect their officers with machine guns from the Canadian judiciary.

The minister of justice must stand with the courts, while the minister of militia must order the officers to refuse to obey the law.

Young Germans refused to enlist in the flying corps, says a well-founded report. Fine chance for the six sons of the kaiser to organize a squadron.

The Toronto Telegram calls the union of Canadian municipalities a joke organization whose most effective labor is the holding of an annual junket. So say we all.

If Premier Hearst had announced while in London that the province would take over control and maintenance of all tuberculosis hospitals, the public would have agreed that these institutions properly should come under provincial control.

HINDENBURG, THE IDOLIZED BEAST.

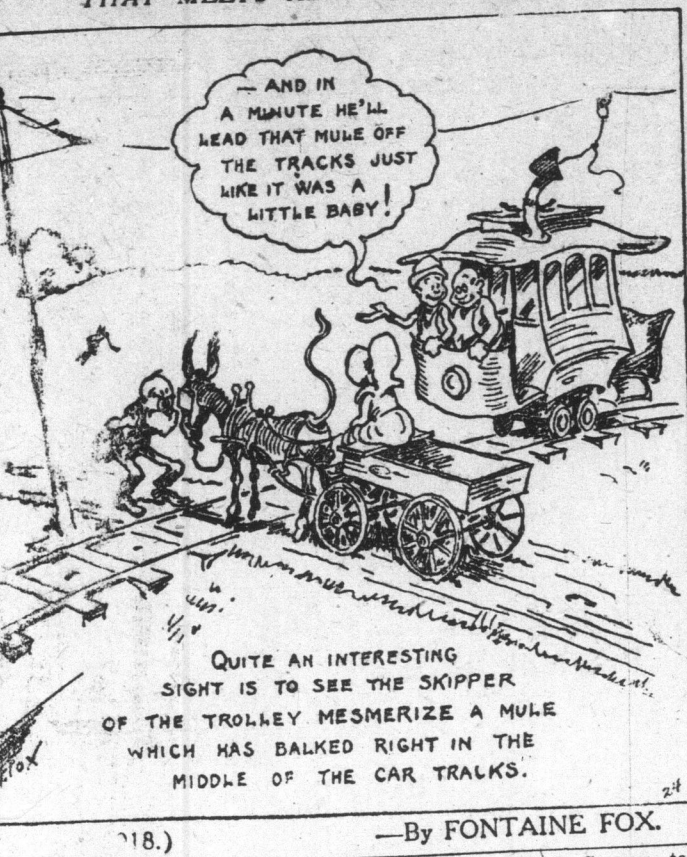
The Countess Laura Turczynowicz was the most effective speaker of war chest week, for she brought her own personal testimony of the havoc of war. She has lived through the horrors of German warfare in a country which has suffered German brutality and atrocity, without the least which America has been able to extend to Belgium.

His eyes looked positively reproachful when she met him at the dinner table, and he passed, and I felt my heart break under the weight of his misadventure.

IT SURE IS 3,000 MILES AWAY.

As the troops train halted a big husky negro peeked his head out of the window and asked: 'Say, boss, what town you-all call dis?'

THE TOONER V. THE TROLLEY THAT MEETS ALL THE TRAINS



AND IN A MINUTE HE'LL LEAD THAT MULE OFF THE TRACKS JUST LIKE IT WAS A LITTLE BABY!

QUITE AN INTERESTING SIGHT IS TO SEE THE SKIPPER OF THE TROLLEY MESMERIZE A MULE WHICH HAS BALKED RIGHT IN THE MIDDLE OF THE CAR TRACKS.

—By FONTAINE FOX.

The Advertiser's Daily Short Story

Copyright 1918, by the McClure Newspaper Syndicate. SETTLE BEATRICE. By S. B. Mackley. 'Responsibility for Beatrice's settlement is rendered me...'

After an interminable time, it seemed to Beatrice that her parents got to their sleeping rooms, but sleep would not come on her dressing gown, finally and drew on her nightgown.

'What a rare law that forces the military authorities to protect their officers with machine guns from the Canadian judiciary.'

But even if you were to, it's too late for her to make the child unhappy. His Scotch uncle wants him to come in his army work, and the board has reluctantly consented.

They acted Mises. (Mises is pronounced Meen.) Said Mises, when relating from Mises. With a rag tied around his sore breast.

The International Triangle. The German Spy. The Secret Service Man. The Blank Wall.



J. H. CHAPMAN & CO. Semi-Annual Stocktaking Sale

50 TABLECLOTHS—70 x 90 Bordered Damask Tablecloths at the \$2.75 Old Price

These are excellent cloths, much less than present wholesale price.

Toweling ALL LINEN, good weight, guaranteed every thread linen, 25c yard. This is good buying.

Late Shipment of Voiles Twenty of the newest patterns to select from... 50c yard

Ladies' Cotton Hose Fifty-dozen lot. To clear at... 29c pair

Imperial Wax Paper For lunches, Two-days' offer, Saturday and Monday, SIX ROLLS (120 sheets) for... 25c

Boating and Motoring Cushions For comfort in hammock or rocker, another lot 18x18 each... 45c each

J. H. CHAPMAN & CO. 239 to 243 Dundas Street

LONDON AND PORT STANLEY RAILWAY Timetable Effective June 15.

TRACIOn COMPANY Cars leave London: 6:10 a.m., Port Stanley.

HOLIDAY HAUNTS IN THE HIGHLANDS OF ONTARIO Ideal Canoe Trips Fine Fishing

CANADIAN PACIFIC RESORTS IN ONTARIO Including: BALSA (Muskoka Lakes)

JUDICIOUS RECREATION GET AWAY FOR A FEW DAYS' FISHING—Enjoy It and Feel Better.

General Change of Time July 14, 1918 Particulars from Canadian Pacific Ticket Agents.

Poplin Dresses for Misses and Women. Smart new styles that have just been placed into stock...



Brick & Dundas, Limited. 188 DUNDAS STREET. LONDON. ST. THOMAS.

HOME CANNING

Principles of Jelly-Making. To be satisfactory, jelly must be made from fruit juice containing pectin and acid.

PAGE OF INTEREST TO WOMEN

JIMMY COON STORIES

By Dr. Warren G. Partridge. Copyright 1917 by George Matthew Adams. JIMMY COON HAS NO CORNLESS DAYS. Jimmy Coon was a Slacker during the War.

SOCIAL AND PERSONAL

Readers Are Invited to Phone All News of This Kind to the Society Editor, Phone 3670. Miss Imlach has gone to spend a few weeks in Toronto and Lake of Bays.

ADVERTISER PATTERNS



2407. A Pretty Under-Garment. 2407—This style is very comfortable and suitable for crepe, lawn, batiste, dimity, washable satin and linen.

ADVERTISER PATTERN DEPT.

Please send above-mentioned pattern as per directions given below: Name, Town, Province, Age, Measurement.

WRIGLEYS

Six reasons WHY it's a good friend.

- 1—Steadies nerves
2—Allays thirst
3—Aids appetite
4—Helps digestion
5—Keeps teeth clean
6—It's economical

Keep the soldiers and sailors supplied!



Sealed tight—Kept right

MADE IN CANADA

Chew it after every meal The Flavour Lasts!



Simple Simon met a Pieman. Going to the fair. Said Simple Simon to the Pieman: 'Let me taste your fare.'

Infants-Delight Toilet Soap. ITS daily use ensures a clear, healthy skin. The rich foamy lather penetrates the pores...

A ROW OF (S)HEROES



While we are giving three cheers for the Khaki let's give as many for the Gingham. Canning and drying vegetables and fruits will help win the war.

CALL FROM AFRICA TO CANADIAN GIRL

Young Lady Leaves Civilization for Wider Field of Service. 'The Lord laid it upon my heart' with such simplicity that belongs only to the young and innocent...

CYNTHIA GREY'S MAIL BOX

Dear Miss Grey—1. I would you kindly publish a recipe for canning string beans and green peas? 2. Will you kindly tell my character by my hand-writing? 3. What position would I be suitable for?

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE UNIFORM LESSON FOR SUNDAY, JULY 21, 1918. ONE GOLDEN TEXT AND ONE GOLDEN LESSON.

ADAMS California Fruit Gum



A lesson in appetite appeal. Positively good—FRUIT. Comparatively better—CALIFORNIA FRUIT. Superlatively best—ADAMS CALIFORNIA FRUIT CHEWING GUM.



MISS MUFFET. LITTLE MISS MUFFET WILL SIT ON HER TUFFET AND GIGGLE IN MERRIEST GLEE FOR SHE'LL NOT BE NEEDING TO BUY STUFF FOR FEEDING.

POLLY AND HER PALS—These Are Golden Eggs, Pa.



When You Want Flowers, Think of WEST FLORAL COMPANY

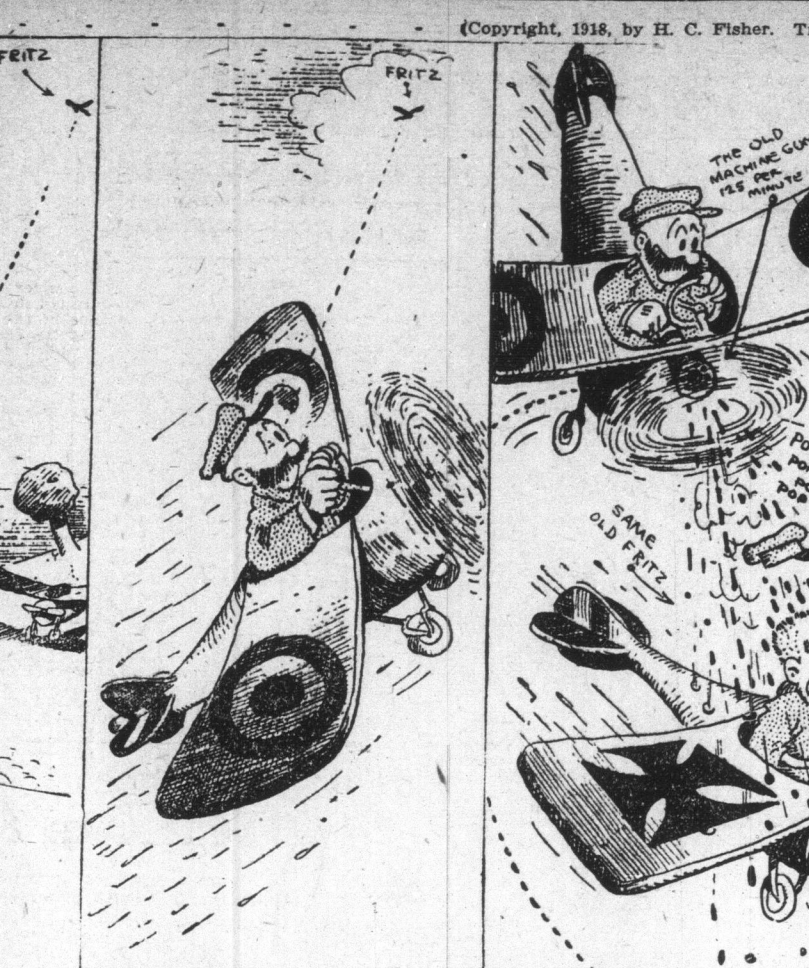
Phone 2187, 249 Dundas Street, STV.

LUX

Won't harm anything that pure water may touch—Won't shrink.

THE OIL OF GLADNESS. SUFFERERS FROM COUGHS, COLDS, CROUP, CHEST AND THROAT TROUBLES, COLIC AND OTHER INTERNAL AND EXTERNAL PAINS ARE READILY RELIEVED BY Dr. Thomas' ECLECTIC OIL.

MUTT AND JEFF.—Well, That's the Way Things Go.



LONDON CRICKETERS FIND HAMILTONIANS EASY ON SATURDAY

Soldier Eleven Trims St. George's Ambitious City Team. Hamilton cricketers succumbed to an attack by the militia on Saturday... representatives of this district, who were outscored by 114 runs, making but 87 notches for themselves on Saturday.

CUBS CONTINUE WINNING; BEAT PHILLIES 9 TO 5

Boston Takes Both of Sunday's Bills From the Cardinals.

CHICAGO, July 14.—Chicago went on a batting rampage today and pounded out a 9 to 5 victory over Philadelphia.

CINCINNATI, July 14.—Cincinnati hit Demaree very hard in the first game of the series today winning 9 to 5.

ST. LOUIS, July 14.—Boston won the first of two games today from the Cardinals, 8 to 4 and the second, 3 to 2.

MCCORMICKS WIN UPHILL GAME FROM THE PERRINS

The McCormick Manufacturing Company's baseball team trimmed D. Perrin's nine at Port Stanley on Saturday afternoon...

No Girl Need Have a Blotched Face

Whether it be in capturing the heart of man, or making her way through the world by the way of her hands, a charming and pretty face gives any girl a big advantage.

Remember the Date! WEDNESDAY, JULY 17. Big Bicycle Picnic

TY COBB—PATRIOT

WASHINGTON, July 14.—Unless the Government holds baseball an essential occupation, Ty Cobb will quit the game after this season for the war.

DEMPSEY AND FULTON WILL FIGHT ON 27TH

Arrangements Completed To Hold Bout at Jersey City.

MINNEAPOLIS, July 15.—Arrangements have been completed to hold the Jack Dempsey-Fulton fight at Jersey City.

AGED ROAMER GALLOPS HOME EASY WINNER OF EMPIRE CITY FEATURE

New York, July 15.—Andrew Miller's reliable race horse, Roamer, the most regular of winners in training, could find evidence of his greatness Saturday...

PRESIDENT AND CAPTAIN GOLF TEAMS BREAK EVEN IN LONDON HUNT TOURNAY

Both Aggregations Secure Equal Number of Victories.

SOLDIERS MAY ENTER BIG W.O.B.A. TOURNAY GRATIS

BAGBY HOLDS YANKEES TO FIVE CLOUTS

Tigers Make It Three Out of Four From Washington Team.

CLEVELAND, July 14.—Bagby held the New York team to five hits today, while Cleveland was hitting Russell and Scating freely.

TIGERS TRIM SENATORS

WASHINGTON, July 14.—Detroit made it three out of four from Washington by winning the final game of the series today 7 to 0.

HAWAIIAN SWIMMER BEATEN BY AMERICAN

CHICAGO, July 14.—Perry McGillivray of the Great Lakes Naval Station, established a world record of 2:21.25 for the 220-yard swim, in defeating Duke Kanamoku, the swimming sensation of Hawaii here yesterday.

SATURDAY BASEBALL

Table of Saturday Baseball scores for various leagues including National League and American League.

W. O. B. A. EXECUTIVE TO MEET THIS AFTERNOON

BASEBALL AT A GLANCE

NATIONAL LEAGUE. Chicago Won. Lost. Pct.

AMERICAN LEAGUE. Boston Won. Lost. Pct.

INTERNATIONAL LEAGUE. Toronto Won. Lost. Pct.

TURNER WINS AGAIN AT THISTLE TOURNAY

Fraser, Ross, Edwards and Turner Grab Cut Glass.

THISTLES TRY TO WIN SNELGROVE'S CUP

BRANTFORD SEMI-PROS TRIMMED BY WOODSTOCK

W. O. B. A. LEADERS AT BRANTFORD

THIRTEEN OUTSIDE RINKS ENTER EMBRO TOURNAY

BIRDS BEAT THE BINGOES BY 10 TO 2

Bobby Heck Wins Game for Stars—Bears Trim Jerseys.

BALTIMORE, July 14.—With three on and the score tied at two all, Egan broke up today's duel between Patnam and Brock in the sixth inning.

COWS BEATEN BY BEARS

NEWARK, July 14.—Newark defeated Jersey City 5 to 2 in the first game of today's double-header.

HECK WINS FIRST GAME

ORANGEVILLE RINK FAILS TO WREST THE BOWMAN TROPHY FROM GUELPH

Efforts of Challengers Stop Short by One Shot.

BRANTFORD SEMI-PROS TRIMMED BY WOODSTOCK

WOODSTOCK, July 14.—In as pretty a pitching duel as has been seen here this season, the Woodstocks defeated the Brantfords 10 to 2 on Saturday.

THIRTEEN OUTSIDE RINKS ENTER EMBRO TOURNAY

Sportlets BY REX.

MY WEINER. [An awful ode on the high cost of living.]

"The boy stood on the burning deck 'Twas for the sake of bumptious pride 'Twas for the sake of a weiner fried Or canned, or boiled, or ossified, Because it's made in Germany. But I have no such foolish side, And as long as the thing survives, The waste of war and suicide, I'll eat the beast at every feast, Without much ceremony."

HECK WINS FIRST GAME

ORANGEVILLE RINK FAILS TO WREST THE BOWMAN TROPHY FROM GUELPH

BRANTFORD SEMI-PROS TRIMMED BY WOODSTOCK

WOODSTOCK, July 14.—In as pretty a pitching duel as has been seen here this season, the Woodstocks defeated the Brantfords 10 to 2 on Saturday.

LABELS WIN ANOTHER, MAKING VICTORIES SIX IN SUCCESSION

Trim Manhattans by Narrow Margin—Orientees Wallop Y. M. C. A.

TWO closely contested games of ball were witnessed in a fair crowd of fans on Saturday afternoon.

HECK WINS FIRST GAME

BASEBALL'S ESSENTIAL SAY DRAFT BOARD

BASEBALL'S ESSENTIAL SAY DRAFT BOARD

WOODSTOCK, July 14.—In as pretty a pitching duel as has been seen here this season, the Woodstocks defeated the Brantfords 10 to 2 on Saturday.

EVERYBODY'S FLY PADS

WILL KILL MORE FLIES THAN \$833 WORTH OF ANY STICKY FLY CATCHER

HULL MOTHER PRAISES TANLAC

Was Alarmed Over Daughter's Condition—Improvement Wonderful.

WOODSTOCK, July 14.—In as pretty a pitching duel as has been seen here this season, the Woodstocks defeated the Brantfords 10 to 2 on Saturday.

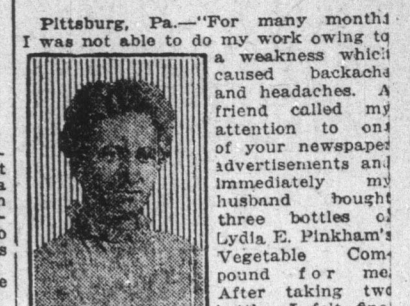
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DAILY MAGAZINE PAGE FOR EVERYBODY

HUSBAND SAVES WIFE

From Suffering by Getting Her Lydia E. Pinkham's Vegetable Compound.



Pittsburg, Pa.—"For many months I was not able to do a woman's work... caused by that weakness as a thing of the past. All women who suffer as I did should try Lydia E. Pinkham's Vegetable Compound."

Gray Hair... Hair Health... A remarkable remedy for restoring natural color to gray or faded hair.

Secrets of Health and Happiness

'Ware Blackheads and Boils By Special Care On Hot Days

By DR. LEONARD KEENE HIRSHBERG. A. B., M. A., M. D. (Johns Hopkins University).



Blackheads, boils, pimples and carbuncles are apt to appear more frequently in summer... Individuals who are employed in mills, mines and factories...

DIARY OF A FASHION MODEL

BY GRACE THORNCIFFE. She Learns How a Becoming Neckline Sometimes "Makes" a Frock.

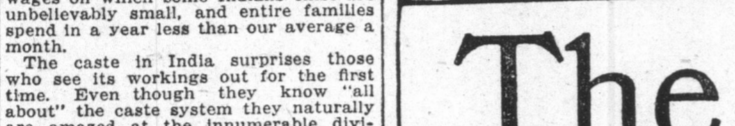
Very few women realize how much the neckline affects the appearance of the entire costume... This frock is especially suitable for its broad flowing draperies...

Answers to Health Questions

have on one who uses it three or four times a day? F. A. W.: Q—I am only 24 years old, and my hair is rapidly turning gray...

How to Manicure Your Own Finger-Nails

BY LUCREZIA BORN. The Famous Spanish Prima Donna never cleaned with a sharp instrument. The steel file is for filing purposes...



Note This Neckline Arrangement.

Where Men's Lives Are Planned Years Before Their Birth.

It seems to the traveler in India—particularly in those well-beaten paths where the old is close enough to the new to feel its effects...

KITCHEN ECONOMIES BY ISOBEL BRANDS

How to Preserve Sweet Corn For Use When the Season Is Past. When the season of fresh vegetables is past, it is probably a refreshing sight to have a few ears of corn...

Three Minute Gonnays

Where Men's Lives Are Planned Years Before Their Birth. that neither figures nor words can express the gulf that lies between...

REVELATIONS OF A WIFE

What Mother Graham Had To Add To Madge's Story. I offered my arm to my mother-in-law, and noted with a little pang at my heart that she leaned upon it heavily...

GOODYEAR

The Goodyear Tire & Rubber Company of Canada, Limited. Goodyear Tires, Tubes and Tire-Saver Accessories can be obtained from Good-year Service Stations everywhere.

TO-MORROW'S HODOSCOPE

By Genevieve Kemble TUESDAY, JULY 16. Excepting perhaps for those in the employment of others this promises to be a day of liveliness and benefit...

False Modesty

has led many a suffering person to neglect the treatment of piles. The itching, stinging sensations produce the keenest distress. The thought of a surgical operation brings mental anxiety which undermines the general health.

The Last Mile from Tires

If ever there was a time when an automobile tire should be made to yield up its last mile of usefulness, that time is with us now.

Every extra mile from tires saves material and labor that would otherwise be wasted. Saves money that you can use in more nationally important ways.

Buy tires carefully. Care for the tires you buy. If all motorists would do these two things, the result would be an astonishing decrease in the cost of motoring.

It will be well worth your while to care for your tires. You will save money. If you ride on Goodyears, it will be well worth our while to help you.

To this end we have issued an important book on tire care. The information it gives is expert and unprejudiced. This book we will gladly send you free on request.

But our policy of tire conservation goes farther than that. For years we have been building up an organization of Goodyear Service Stations—Tire dealers who aim to win your friendship by giving you service.

The Goodyear Tire & Rubber Company of Canada, Limited. Goodyear Tires, Tubes and Tire-Saver Accessories can be obtained from Good-year Service Stations everywhere.

Watch for this emblem and enjoy the benefits of Goodyear Service wherever it is displayed.

GOODYEAR TIRE & RUBBER COMPANY OF CANADA, LIMITED



GOODYEAR MADE IN CANADA

CONVULSIONS SEIZE SOLDIER AT PORT; RUSHED TO HOSPITAL

Nearly a dozen emergency cases were handled Saturday by the nurses of No. 4 Nursing Division, St. John Ambulance Brigade, at Port Stanley, according to reports received by the headquarters here.

Peters Golden Brown Buns

Use them for breakfast or supper. Toasted or untoasted. With honey, syrup or fruit. Several varieties to choose from.

Peters - London

The 'Arch-Preserver' Shoe does not "rot" the feet, but it provides a firm, unyielding, unvarying tread-base, of real bridge construction, which relieves the feet from the strain of walking, standing, running or any other kind of foot exertion.

Cook's Shoe Store THE STORE WITH THE STOCK

DIAMONDS Diamond Rings from \$5 to \$250. 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.

ROYAL SHOE SHINE PARLOR 396 RICHMOND STREET. 50 SHINES-50

For Pies that Excel RUDDY'S THERY'S A-STORE NEAR YOU. 733 RICHMOND STREET.

IT WILL PAY YOU TO BUY PARTRIDGE ACCESSORIES. AUTO ACCESSORIES. WHOLESALE AND RETAIL.

THE CANADA AUTO DEVICES CO. 230 DUNDAS ST. PHONE 1772

DEVELOPING AND PRINTING Any Size Roll Film Developed and Printed For 25c at Taylor's 6 Cut-Rate Drug Stores

JOHN A. NASH "My Jeweler" Sells WRIST WATCHES that Tell the Truth. NEW STORE, 208 DUNDAS STREET.

Office Furniture The line that satisfies. HAY'S Stationery 173 Dundas St. Phones 150 or 53.

Rowat's Coffee The best procurable. Please particular people.

55c PER POUND 250 Dundas St. Phone 3051-3053. Canada Food Board License No. 8-3422.

DROVE AUTOMOBILE OFF WHILE FRIEND WENT TO BUY OIL

Left in charge of a car early Sunday morning, while the owner went to pump some oil at Delaware, the passenger deciding to leave the company of his host, turned the car around and left for Hamilton, passing through London at 7:15 Sunday morning.

ENID BENNETT in 'A Desert Wooring'

At the Majestic Today and Tuesday. Also a Charlie Chaplin Comedy, News Weekly, and Bert Ferte and Hilda Barr in Vaudeville.

SALVATION ARMY HOSTEL TO BE OPENED TUESDAY; CHEAP PROVISIONS FOR SOLDIERS

Clean and Comfortable Beds and Excellent Food Are Assured. LUNCHEON A SPECIALTY. Brigadier-Gen. Shannon Will Perform Opening Ceremony in Afternoon.

A night's lodging in a strictly clean room, with perfectly fresh bedding for 30 cents, while sleeping in a dormitory; a semi-private room (two beds) for one night, 35 cents, and lodging by the week, \$1.50.

General to Open Building. Brigadier-General Shannon, G.O.C. No. 4 Garrison Band, luncheon will be served at 1 o'clock in the dining-room to the speakers and other guests of honor.

Amongst those invited to participate in the luncheon are the following: Brig-Gen. Shannon, Col. H. D. Smith, Lieut.-Col. Brown, Lieut.-Col. Douglas, Lieut.-Col. Milligan, O. C. No. 1 Depot Battalion, and members of his staff.

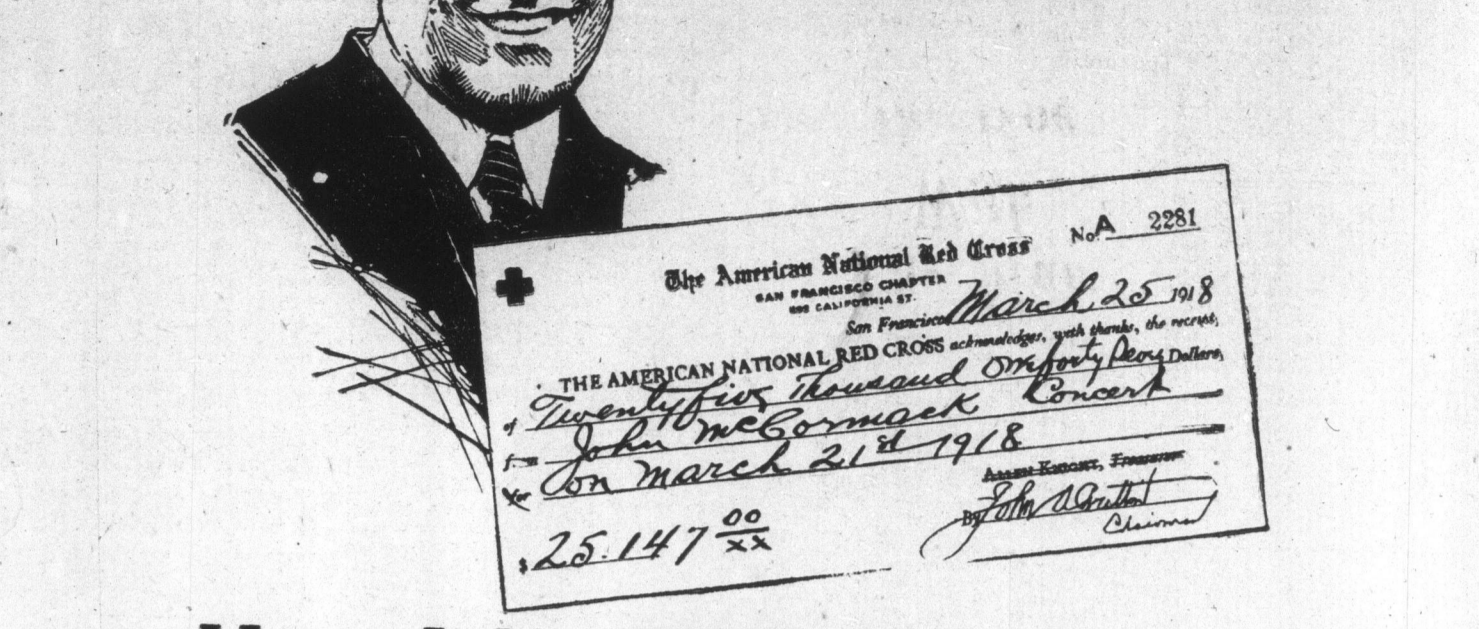
THE GUESTS. Amongst those invited to participate in the luncheon are the following: Brig-Gen. Shannon, Col. H. D. Smith, Lieut.-Col. Brown, Lieut.-Col. Douglas, Lieut.-Col. Milligan, O. C. No. 1 Depot Battalion, and members of his staff.

LONDONER IN AUTO SMASH NEAR ST. THOMAS. ST. THOMAS, July 12. - At a late hour last night a car driven by Dr. S. C. Lucas of this city crashed head on into a large red owned and being driven by Chantler of London, but fortunately no one was seriously injured.

PRINTERS AT PORT. The annual picnic of the London Printing and Lithographing Company held at Port Stanley on Saturday afternoon, July 14, was a very successful one.

Handsome Rotogravure Pictures of John McCormack

In Pictorial Review for August are two pages of handsome rotogravure pictures of John McCormack ready to be removed and framed.



How John McCormack is doing his bit

FEEL for yourself something of the throbbing that fathers, mothers, sweethearts, feel when this golden-voiced tenor sings. From New York to California and back again, John McCormack has been singing his way for the Red Cross, for the soldiers and the sailors and for their families.

Don't miss Dorothy Canfield's appealing story of the little Kansas girl who gave her all to go to France. A little sorrow-faced, homely thing—what brought her from a small town in Kansas to France? She went alone to do her simple bit.

This story of the Great War is a true story, based on actual facts. It has brought the tears to the eyes of everyone who has read it.

PICTORIAL REVIEW America's Greatest Woman's Magazine

For August Out Today

CITY CAN LEGALLY MAKE COMPANIES PAY ON SPRINGBANK CARS. Royalty of \$1 Can Be Shylocked Out of L. S. R., Says Ald. Ashplant.

SECRETARY BUSKARD IS NOW IN ENGLAND. Mrs. William Buskard, 901 Eglinton, has received a cable from her son, George Buskard, stating that he has arrived safely in England.

GENERAL CHANGE OF TIME OF CANADIAN PACIFIC RAILWAY. The following changes will take place on the Canadian Pacific Railway on Sunday, July 14.

Both railways report capacity crowded yesterday, and there were no accidents at the lakeside. Large numbers spent the day on the hill, where a refreshing breeze from off the lake added to the comfort of the picnickers.

The Man With the Hoe. Hoeing is a severe strain on the back. It calls into play muscles not used much in lifting or in other kinds of farm work.

Big Loss Through Marketing Badly Prepared Poultry. Half Million Dollars Annually Declares Lecturer at Meeting of Poultry Assn.