

NAVY DEPENDS ON MERCHANT SERVICE

Ships and Trawlers Ply Their Trade in Every Sea.

"Without our mercantile marine, the navy—and indeed the nation—would not exist!" says Admiral Jellicoe, that matchless warrior of the sea. No one who has studied the subject will dare to question the truth of the assertion. From the Shetlands to the coast of Greenland and the Arctic ice, merchant ships and trawlers ply their trade, regardless of the perils that beset them in drifting mine and lurking U-boat.

At the outbreak of war Britain possessed 10,000 ships. Addition of the fishing fleet brought the number to 13,000. Three hundred thousand British and foreign sailors manned these ships, of which 15,000 have paid the supreme penalty of courage opposed by superior force and diabolical methods of warfare. Thrice that number of widows and children are the poorer for the loss of their breadwinners.

Their need is great. The province of Ontario is asked to help relieve that need by giving until the giving hurts, in response to the Navy League of Canada's appeal for \$10,000,000 during "Sailors' Week" September 1st to 7th.

School Opens Tuesday

"This store will be closed Monday (Labor Day). We shall be glad to serve you today with those good, strong, chafely School Shoes for Boys and Girls, Misses and Youths. Send the children to be fitted. We guarantee satisfaction."

Cook's Shoe Store



Lloyd George

England's Courageous War Leader—who is helping to make the world safe for democracy.

We are leaders in our line. Our Optical Service may be depended upon for the BEST results.

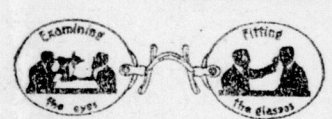
"GUARANTEED SERVICE"

BROWN OPTICAL CO.

Vision Specialists
Phone 1877, 223 Dundas St.
LONDON, ONT.
Premier Lloyd George as he would look in "foxgloves" in our window.

Our RETREADING is QUALITY Work, Not the Average

London Tire Repair Depot
184 Wellington Street, Phone 2334.
A. WILKES, Opp. McClary's.



THE MAKING OF 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 TREFILCOCK OPTICIAN

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

DIAMONDS

Diamond Rings from \$5 to \$250, including fine diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.

DIAMOND MERCHANTS
385 Richmond Street.

A Few Government Bonds

FOR SALE

To Pay 6 1/2%

Apply quickly.

London Loan and Savings Co.

London, Ont.

Ladies' New FALL HATS

BELTZ & CO.
PRACTICAL FURRIERS.

"Still the BEST—As of Old"

Notwithstanding the fact that

Parnell's Breads

are being made with all the substitutes as ordered by the Canada Food Board, they are still the best. Scientific baking retains all its goodness. The change is barely noticeable, if at all.

You will be agreeably surprised if you order a trial loaf today.

PARNELL The Breadman

Phones 928-1390
Canada Food Board License No. 5-065.

About Your Eyes

Do you realize the service our stores offer? Two optical departments. Two competent opticians. Lenses matched. Frames repaired. Save the pieces. Quick and accurate service.

YOUNG'S

Two Optical and Jewelry Stores.
London, East London.

XX Has Your Appetite Gone Back On You?

Then You Should Eat

JOHNSTON BROS.

XXX BREAD

Its delicious flavor tempts the lagging appetite. Pure and wholesome! You'll enjoy it to the last bite.

Your Grocer Sells It.

JOHNSTON BROS.

PHONE 944.
C. F. B. License No. 5-263.

TREASURE BOX ADS IN ADVERTISER LEAD TO STRATFORD COURT

Police Chief Brings Newspaper Before Magistrate.

FINE OF \$50 IMPOSED

Court Declines to Agree With Crown on Nominal Penalty.

For publishing the advertisements of the London merchants in connection with the recent Dollar Day, in which reference was made to the "Treasure Box" the London Advertiser Company was summoned yesterday morning before the police magistrate of Stratford.

Information was laid by the Stratford chief of police under a section of the code which forbids the publishing of information regarding a game of chance. The Stratford chief claimed game of chance, and he took advantage of the Advertiser's large circulation to drive home his point.

The Advertiser appeared through its solicitor, F. H. Thompson, K.C., of Stratford, and entered a plea of not guilty in order to place the evidence on record. The chief of police produced the advertisements in question, which were filed with the court. Mr. Thompson then withdrew his former plea and entered a plea of guilty, explaining to the court that his client had come to the conclusion that a mistake had been made in publishing the advertisements. While the publishers were legally guilty, he did not think they were printed the same advertisements under the same conditions, and he suggested to the court that a nominal fine would serve the purpose of the act.

The magistrate stated that he hardly knew what would constitute a nominal penalty in such a case. The maximum penalty, he said, was two years imprisonment and \$2,000 fine. He concluded by imposing a fine of \$50 and costs, a total of \$59.

ANNOUNCEMENTS.

Miss Irene Foster, 603 St. James' street, will commence the first term teaching piano and history, Monday, September 16.

NEWSPAPER,

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

Federal Advertising Agency

T. H. YULL, Dominion Savings Building, LONDON, CANADA.

LONDON PHYSICIAN CHOSEN AS SURGEON IN MAYO HOSPITAL

Dr. Norman H. Beal Honored by Appointment.

ASSISTS FAMOUS DOCTORS

Graduate of Western University Leaves Today for Rochester, Minn.

The signal honor of being appointed first assistant to the first surgeon at the famous Mayo Brothers' Hospital in Rochester, Minn., has been bestowed upon a leading surgeon of London and a graduate of the Western Medical College, Dr. Norman H. Beal.

Dr. Beal leaves today for Rochester, having accepted the appointment for a year, with intentions of returning to resume his practice here at the end of that time. Last evening a farewell banquet was tendered him at the Tuckerman House by a number of associates in the medical profession and other friends.

Following his graduation from the Western Medical College, Dr. Beal, who

was a member of the Western Medical Association, held on Friday afternoon.

Mrs. P. T. Robinson, recording secretary, with Col. Gartshore, was appointed a committee, with Miss B. Smith, the recently-appointed Child Welfare nurse; Miss Friend, public health nurse; Mrs. G. Wilson, Mrs. Gennard and Miss Isabel C. Armstrong.

Mrs. Robinson is getting in touch with the Toronto Exhibition immediately with regard to the possibility of securing some of the Child Welfare exhibits there for the Western Fair.

Deep Regret Expressed.

After less than six months of organization, the Child Welfare Association finds itself without a president, owing to the death of Sir George Gibbons, for whose death a regret was expressed by the members of the executive yesterday. Further, the offices of first and second vice-president are vacant.

The third vice-president, D. H. McDermid, presided, and was made convener of a nominating committee to report to the quarterly meeting of the association in September, concerning the filling of those vacancies, and also three others on the executive.

Associated with Mr. McDermid on the committee were Mrs. Robinson, Mrs. C. P. Tucker and Dr. Tullman. Considerable time was devoted to discussion regarding the promotion of close co-operation between the Child Welfare Association, the Children's Aid Society, the Red Cross and all organizations working for Child Welfare.

The association already has co-operation with other societies' committees, and the importance was emphasized of "interlocking" activities to prevent overlapping.

A report indicated that interest is being maintained in the weekly clinic held at the Victoria Hospital, under the chairmanship of Dr. Tullman, Mrs. C. P. Tucker and Dr. Tullman. Considerable time was devoted to discussion regarding the promotion of close co-operation between the Child Welfare Association, the Children's Aid Society, the Red Cross and all organizations working for Child Welfare.

The quarterly meeting will take place the third Wednesday in September.

Western Fair This Year Will Eclipse All Records.

Telegrams received by Secretary Hunt of the Western Fair make it look as though this is to be the greatest year in the history of London's popular exhibition. From the National Gallery at Ottawa, comes word that the splendid loan exhibit of pictures will be shipped today. Some idea of the merit of these works of art may be gathered when it is said that the amount of insurance upon them reaches well up to \$10,000.

Midway-lovers and fans will be gratified to know that a wire from Henry Meyerhoff today gives positive assurance that the Canadian Exhibition will be on the fair, and the advance guard arrives in the city this afternoon.

For the Western Fair, in charge of the Dominion Government exhibit of domestic science, which embraces a practical demonstration of war-time cooking, will be on hand early next week arrangements for the opening of the fair.

Need Well Known.

Little need be said in explaining the cause for which the funds are being raised. Few people are ignorant of the fact that in the campaign of England, which is being conducted under the auspices of the Knights of Columbus for the Catholic Army Huts Association.

That was plainly evident last night in the keenness and enthusiasm that permeated the largely-attended organization meeting for the campaign held at the K. of C. hall.

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ROWAT'S COFFEE

The best procurable. Pleases particular people.

55c PER POUND
250 Dundas St. Phone 2051-2052.
Canada Food Board License No. 8-3422.

WILL BOOST CHILD WELFARE BY BOOTH AT WESTERN FAIR

Visitors to London Show To See Exhibit.

INTEREST IN CLINICS

Association Expresses Regret at Death of President Sir George Gibbons.

The Child Welfare movement will be brought before visitors to the Western Fair through a booth for which plans were made at a meeting of the executive of the London Child Welfare Association held on Friday afternoon.

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UKULELES

During the past week thirteen Londoners have enrolled in our special course of Hawaiian lessons on the Hawaiian guitar and ukulele given by Prof. Luther Kekoa, the native Hawaiian teacher, who recently opened a studio in our warehouses. You would like to play these wonderful, weird, yet beautifully sweet instruments. Why not join the class?

As a special inducement to purchase one of these instruments, of which we have a large stock, we are offering five lessons free to each purchaser.

DEMONSTRATION ANY AFTERNOON BY PROFESSOR LUTHER KEKOA

At his studio located in our warehouses.

Ukuleles \$10, \$12, \$15, \$18
Guitars \$10, \$13.50, \$15, \$18

Mason Risch-

243 DUNDAS STREET, LONDON

FORMER PROMINENT EXETER RESIDENT DIES IN THIS CITY

George Thomas, a prominent resident of Exeter for 50 years, previous to his coming to make his home in London four years ago, died at Victoria Hospital on Friday afternoon after a short illness. Mr. Thomas was in his usual health until a week ago, when he was taken severely ill with intestinal trouble.

Owing to his advanced age, the doctors considered an operation a great risk, only to be undertaken as a last resort. The patient failing to improve, he decided to have an operation, which was performed on Thursday afternoon. After regaining consciousness, he appeared to rest more comfortably than before, though no hopes were entertained for his recovery. He recognized the relatives who were with him until almost the end, passing peacefully away.

Short Service Here.

A short service will be conducted this afternoon at 3:30 o'clock at the residence of A. J. Pearson, 251 Simcoe street, a brother-in-law, with whom Mr. Thomas made his home here. The remains will be taken to Exeter at 4:40 o'clock, where the funeral will take place on Monday afternoon from the residence of C. T. Brooks, also a brother-in-law, to the Exeter Cemetery.

Rev. W. J. Ashton of the Wellington Street Methodist Church, of which Mr. Thomas was a devoted member, will conduct the service both here and in Exeter.

George Thomas was born in Cornwall, England, in 1844, coming to Cobourg at 17 years of age. His father was killed in the American Civil War. Remarking to Exeter some 50 years ago, he was married in 1890 to Emily Taylor of that town, a sister of Mrs. A. J. Pearson.

Though only a resident of this city a short time he made a wide circle of friends, including the whole neighborhood, in which he lived. Men, women and little children learned to know and to love the kindly man. His pride and delight was in his garden which afforded him many an hour of exercise and enjoyment. The central interest of his life, outside of his own family, was his church, both in Exeter and later in London.

Keenly interested in religious, educational and welfare movements, he took advantage of the opportunities afforded in the city to follow up those watching closely the progress of the war, it was his great desire that he might live to see it through.

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