Shoulder Steak .....25c lb.
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If you knew what relief our well-fitted glasses are to tired, strained eyes you would be sure to VISIT US AT ONCE.
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Optician.
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Sterling Silver and Enamel Maple Leaves and Flags for, each 25c
Souvenir Sterling Silver Spoons .....75c to $3.00
Gunmetal Pocket Knives with the maple leaf or coat of arms. Each $1.50
Specials to be found on our 50c, $1.00 and $2.00 Bargain Tables.
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The very thing to take the strain off the spine; makes walking easy and working a pleasure.
We Put Them On In Three Minutes
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Our Work, Best By Test, Has Been Proven
London Tire Repair Depot
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because of better eyesight on the part of employees. Employers want keen-sighted men, and employees should leave nothing undone to know they have the best vision. Our examination will tell whether you need glasses.
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Improved farm for sale under mortgage—181 acres in Township of Artemesia. Terms: Only $200 down or secured, balance in installments to suit.
M. J. KENT, Manager.
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Nourishing, palatable and easily digested, is now ready. By eating it you help conserve the supply of wheat. Ask for a trial loaf today.
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Phones 929-1390. ywt

Grandfather Clocks
If there is one thing more indispensable than another in regulating the household, it is a reliable and trustworthy clock, and the best of all is the Grandfather Clock. Every clock in our store carries with it our unqualified guarantee.
3 only, fumed oak cases, westminster chimes $60.00
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SEE THE $480.00 CLOCK.
First of its kind in London.
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TWO STORES.
LONDON. EAST, LONDON.
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A COMPARISON of the nourishing value of foods invariably proves the superiority of
XXX Buster Brown Bread
It contains all the nourishment of the wheat, is appetizing and easily digested.
Johnston Bros. X X X Bread
Phone 944.

CHAPLAINS' FUND $3,000 OBJECTIVE ALREADY IN SIGHT

Knights of Columbus Canvass Away To Good Start.

The objective of $3,000 as the contribution of the Roman Catholic community of London to the Overseas' Chaplains' Fund is almost in sight, and it is expected when the returns are made up on Friday it will be found the appeal has been fully met. Some forty teams, under the direction of the Knights of Columbus, are making a thorough canvass, devoting the evenings to this work.

The object is one which is making a strong appeal, because of the ministry of comfort the fund will make possible for the soldiers overseas. The work being done by the Overseas R. C. chaplains is similiar to that of the Y. M. C. A., and practically the same equipment and supplies are required.

RECITAL PATRONS ARE LEADING MUSICIANS

Menges Series in Masonic Hall Backed by Prominent Londoners.

The list of patrons and patronesses of the Isolde Menges series of recitals, to be given in the Masonic Temple this week under the auspices of the Great War Veterans' Association, includes a number of the leading musicians of London. Miss Menges, who is having a triumphal tour in Ontario, arrives in the city Wednesday, the first recital taking place Wednesday evening. The patrons and patronesses are as follows: Lady Beck, Mesdames E. B. Smith, W. E. Coles, Coffey, Charles E. Wheeler, T. G. Meredith, R. W. Puddicombe, W. M. Gartshore, H. A. Boomer, E. R. Romerville, A. A. Campbell, T. G. Dochstader, R. Harris, Geo. T. Brown, Hume Cronyn, T. H. Smallman, E. W. G. Quantz, F. L. Willgoose, Niven, Drake, Jordan, Boughner, Fairbanks, Flannigan, George McCormick, T. H. Carling, Grant, E. C. Bowker, Ball, McLean, Misses M. Raymond, F. Egglestone, I. Armstrong, Gibbons, K. Moore, Blackburn, Lieut.-Col. Coles, Hon. C. S. Hyman, Messrs. Thomas Martin, E. W. G. Quantz, C. E. Wheeler, F. L. Willgoose, A. D. Jordan, G. C. Lethbridge, Maurice Poure.

THE SIX BROWN BROTHERS.

The six Brown Brothers are among the most popular of the Victor Artists to record light music. On Victor Record 18310 they have two dandy selections—"For Me and My Gal" and "My Fox Trot Girl." This record must be heard to be appreciated, and it can be heard any time in the Victrola Parlors of Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street. b

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Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

DRAPED VELVET HATS
Black, brown, navy, taupe and sand.
BELTZ & CO.
PRACTICAL FURRIERS. ywt

LOOKS FOR RELIEF OF PRESENT CHEESE SITUATION SHORTLY

Dairymen's Secretary Believes Conference Will Solve It.

POWDERED MILK POPULAR

War Has Created a Demand That Threatens Cheese-Making In District.

That the people of Europe and the particularly the soldiers now fighting on the western front are using condensed milk and powders wholly as a substitute for the natural variety is demonstrated by the reports of largely increased sales and the greater demand for milk to manufacture the condensed article, by firms throughout the district.

Acording to Secretary Hearns of the Western Ontario Dairyman's Association, the output of cheese may be seriously lessened as the demand for condensed milk increases. He stated that local cheese-producing firms cannot hope to pay the prices for milk that the condensed milk firms pay. The manufacturers of condensed milk are at present making money fast and can afford to give the highest prices for milk. Mr. Hearns said that the cheese situation was such that he could not discuss it minutely at present. The whole thing would be threshed out at the convention during January when the 51st convention of the Western Ontario dairymen would be staged at Stratford.

During the year of 1914 the entire production of cheese in Western Ontario amounted to 21,009,065 pounds and sold at an average price of 13 cents a pound. In 1916 the price of cheese increased substantially as did the production because of the large demand of the troops in training and overseas. The increase was about eight million pounds more and the cost advanced 5 cents per pound. This large increase in production will be lessened if the milk production is not extraordinarily heavy this year, because of the sudden popularity of condensed milks with the United States and the fighting nations.

Mr. Hearns is optimistic, however, that the situation will terminate favorably with the conclusion of the forthcoming convention.

ANOTHER MINISTER TO DON KHAKI FOR C. A. M. C. SERVICE

Assistant Rector of St. Paul's Cathedral Enlists.

REPORTS IN THREE WEEKS

Popular Young Clergyman, a Graduate of Huron College, Joins Colors.

Rev. C. W. Foreman, assistant rector of St. Paul's Cathedral, has enlisted. He applied for examination by the standing medical board at the Armories on Monday, qualified in Class B 2, and was assigned to the C. A. M. C. He will report for duty in three weeks, as it will be necessary for him to remain in charge of the Cathedral for that length of time during Rev. Canon Tucker's absence.

Rev. Mr. Foreman has been assistant at the cathedral for the past two years. Previously he was a resident tutor at Huron College, acting in that capacity for a year. Although not a London boy, he received his university training here, graduating from Huron College some years ago. He was born in Granton, but his mother now resides in Toronto.

Two sisters are also serving the Empire, one being with the Medical Services in France and the other at Eastbourne, England.

Mr Foreman is the second minister to enlist in London with the Canadian forces in a capacity other than that of a chaplain. Rev. Hugh McFarlane, who was at one time assistant pastor of St. Andrew's Presbyterian Church here and later of a church in Northern Ontario, is also a member of the C.A.M.C.

FRUIT PICKERS HAPPY

London Girls in Grimsby District Contented With Occupation.

Letters received from London girls engaged in harvesting fruit crops of Grimsby and surrounding districts indicate that they are enthusiastic and contented with their new occupations.

A "movie" camera man has haunted the Niagara vicinity duging the last month, and many local girl agriculturists will see reproductions of themselves, in the bloomer costume, on the screens of London theatres, as the pictures will be shown in almost every city of Canada.

DYSPEPTIC FOR SIX YEARS
Halifax, N. S. Sergeant tried everything on the market, but Only Cure was Dr. Cassell's Tablets.
Sergt. Duncan MacNeil (home address 116 Pleasant street, Halifax, N. S.), writing from Europe, says: "For six years I suffered from frequent attacks of Dyspepsia, and though I tried all the remedies on the market I obtained little or no relief. I had not been long with the C. E. F. when my old trouble returned. Then a friend told me about Dr. Cassell's Tablets. The first box brought such pronounced relief that I continued, and, to make a long story short, complete cure was effected."
A free sample of Dr. Cassell's Tablets will be sent to you on receipt of 5 cents for mailing and packing. Address: Harold F. Ritchie & Co., Ltd., 10 McCaul street, Toronto.
Dr. Cassell's Tablets are the supreme remedy for Dyspepsia, Kidney Troubles, Sleeplessness, Anaemia, Nervous Ailments and Nerve Paralysis, and for weakness in children. Specially valuable for nursing mothers and during the critical periods of life. Price 50 cents per tube, six tubes for the price of five, from druggists and storekeepers throughout Canada. Don't waste your money on imitations; get the genuine Dr. Cassell's Tablets.
Proprietors, Dr. Cassell's Co., Ltd., Manchester, England.

MISS AUDRIE RUBANNI, soprano vocalist, who opened her second week's engagement at the Patricia Theatre yesterday.

Photoplay News

PATRICIA.

The first of the famous Goldwyn super-productions to be shown in this city exclusively at the Patricia Theatre, was presented at this popular playhouse yesterday when Mae Marsh in "Polly of the Circus," was seen by capacity audiences.

Dainty Mae Marsh has been featured in many great productions, but never has she been seen in a role for which she displays greater adaptability than that of Polly, the little bare-back rider of the circus.

The photography is of the highest class, the Goldwyn Corporation having spent money with a lavish hand to produce the most realistic and spectacular productions.

If "Polly of the Circus," which is the first Goldwyn release, can be accepted as any criterion, it can safely be said that at every presentation of a Goldwyn production the Patricia will do capacity business. Goldwyn pictures are without a doubt the premier productions of the motion picture world.

"Polly of the Circus" is a human interest story told in a way that holds the attention every section of the time required for its presentation.

The story of "Polly," which has been given a tremendous production in its picturized form, is that of a motherless girl of the circus, and of the part she plays in the drama of life in a small American village. It is a romance of the sawdust ring and has been termed "the classic of the Big Tops."

Both of her parents are dead, and Jim and Toby, circus hands, are her sponsors. One night while performing Polly is thrown from her horse and injured. She is taken to the home of Parson Douglas and the circus is forced to leave without her. The parson finds in Polly someone different from any of the members of his flock and his liking for the circus rider does not please the members of his congregation. They force Polly to leave, and in order that Douglas might retain his church Polly re-enters the circus, although continual thought of the parson makes her unhappy. After a year's separation the circus comes to the town again. Douglas has not forgotten his little circus girl and one night he goes to the tent to visit her. The tents catch fire and there is general confusion. Out of the wreckage the parson and Jim bring Polly to safety. In the arms of the parson Polly bids her circus friends good-bye forever.

The picture is filled with realistic scenes of circus life, the most thrilling of which is a fire in the big tent and the stampede of the audience. It required a fully equipped circus to produce this realism, and you are permitted to see a complete circus performance on the screen; the arrival of a circus in the town at daybreak, the great street parade, the departure in the black of night. The greatest horse race scene ever put on the screen is another of the thrilling incidents of this remarkable picture.

In adapting Miss Mayo's drama for the screen, several liberties have been taken with the original play, but it must be admitted that they are all improvements. In fact, the additions to the drama provide most of the action of the piece, and also round out the romance into a more satisfactory story, "Polly of the Circus" makes a very attractive screen drama. The sentiment is wholesome and there are pleasing flashes of humor. It goes without saying that Mae Marsh gives a delightfully sympathetic performance as Polly. She has a tenderness in her acting and a spirituelle quality possessed by no other actress of the movies. "Polly of the Circus" sets a high standard for the Goldwyn pictures that are to follow.

Miss Audrie Rubanni, the soprano, who opens her second week's engagement at the Patricia, renders two pleasing vocal numbers that win her well-deserved applause.

The special matinee feature at the Patricia the first three days of this week, is Gail Kane in "The Bride's Silence," an American-Mutual production. The character of Sylvia Standish, portrayed in this play by Miss Kane, was one of the most remarkable character studies in the history of the screen. It is a psychological lesson that reveals the ramifications of the human mind and the effect of such emotion as pride, jealousy, fear and love in an analysis of human motive.

Miss Kane portrays a girl who fights through years of mental anguish to protect her family name, convinced that a crime has been perpetrated by a member of that family, only to discover at last that her fears were groundless.

MAJESTIC.

Vivian Martin and Tom Moore, in "Little Miss Optimist," a Lasky-Paramount production, are the feature screen attractions again today at the Majestic. This photoplay is one of the most entertaining bits of motion photography seen in months. The following is a synopsis of the play:

Maizie-Rosie Carden (Vivian Martin) is a waif of the streets, who has been taken in by a more or less kind foster-mother, who makes her pay for her board by selling newspapers on the street. The child's unfailing smiles and blithe, cheery way win her many customers, however, so the little earnings that a newsie can make are large enough to pay for her "keep."

One morning while waiting for the papers to be issued, she discovers Deal Hendrie on the verge of starvation. Deal is the son of wealthy parents, but had decided to become a musician instead of a humdrum businessman, and had been disowned by his parents.

Maizie-Rosie gives him her cherished "lucky dime," and then has her friend, the policeman on the beat, send him to the emergency hospital to recover.

Maizie-Rosie's foster-mother decides to get married, Maizie then finds herself without a home. On her way to a cheap lodging house she knows of she hears Deal Hendrie playing the organ and creeps into the church to listen.

After a few minutes she is discovered by the new organist, who recognizes her as his benefactress and tells her of the luck the "luck-coin" brought him. Later he loses the coin and it is found by West.

Maizie is given a home at the mission and secures employment at a tea-shop. West finds proof of Winter's false records, summons him to the house, and after a terrific fight is killed by his employee. Carden, against whom the false accusations have been made, is induced by Maizie to go to West and say that he has been falsely accused. He arrives in time to see Winter robbing the body of his employer.

Winter attacks Carden, knocks him unconscious and then escapes, but is seen by Maizie-Rosie, who hides in the church until the following Sunday. She finds Winter substituting the lucky dime he has taken from West's pocket for another on the contribution plate, and then accuses him of the murder before the whole congregation.

Just then a detective arrives, and announces that Maizie's brother has regained consciousness and testified as to the real slayer. Hendrie then confesses his love for Maizie-Rosie and the two are happy.

The special matinee attraction is Edward Earle and Betty Howe in a patriotic story, "For France." The story deals wtih Gerald Ackland, a young American art student in Paris, who falls in love with Marthe, a charming French girl, whose father, noted artist, is a victim of paralysis. Shortly after this the war breaks out, and Marthe tells Gerald there can be no thought of marriage until it is over. Gerald joins the aviation corps, Marthe and her father going to a little farm presided over by Mere Loubette. One afternoon, while Gerald is making a flight, some escaped German prisoners and their officer visit the farmhouse. After eating their fill the officer attacks Marthe. Gerald arrives in his plane and is fighting with the officer, when a detachment of English cavalry arrives. The soldiers are arrested again, but the officer escapes. A German regiment moves up and plans to attack. The attack is repulsed. Gerald and the girl return to Paris.

Roy Griffin, the silver-toned tenor, grows in popularity with Majestic patrons. He was accorded an enthusiastic reception at each performance on Monday.

The Majestic Orchestra is playing "The Candy Shop," an overture by John L. Golden.

VIVIAN MARTIN in "LITTLE MISS OPTIMIST" A Paramount Picture

Co-Star with Tom Moore at the Majestic Today.

CANADIAN PACIFIC RAILWAY.

Effective Sunday, September 30, General change of time will take place. Consult agents or W. B. Howard, district passenger agent, Toronto, for particulars. S. 29.

ORGANIZING GIRLS OF CITY CHURCHES

A program of training for teen-age girls, along the lines of the Canadian standard efficiency tests for boys has been completed and will be introduced in a number of the city churches during the coming season. This will be known as the "Canadian girls in training" course, and aims at fourfold development of girls, as does the standard efficiency tests for their brothers. Plans have already been discussed for organizing a group of senior girls in the King Street Presbyterian Church. King Street Church has taken a leading part among churches in the city in young people's work, and has been especially successful in connection with the boys' work movement.

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Don't talk operation. If you can't wait for a free trial of Pyramid Pile Treatment get a 50c box at any drug store and get relief now. If not near a store send coupon for free trial package in plain wrapper and get rid of itching, bleeding and protruding piles, hemorrhoids and such rectal troubles. Take no substitute.
FREE SAMPLE COUPON
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Kindly send me a Free sample of Pyramid Pile Treatment, in plain wrapper.
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LONDON BOY'S WORK AT FRONT BROUGHT UNSTINTED PRAISE

Pte. Phillips, Killed August 21, Recommended For Medal.

Tributes to the memory of brave London boys who have made the supreme sacrifice for King and country are common, but one of the most touching which has yet reached the city is that to Mrs. Charles Phillips, 169 High street, from Lieut. George Spencer of the 18th Battalion. Lieut. Spencer was the platoon commander of the late Allen "Tim" Phillips, who enlisted with the 142nd Battalion and who was killed on August 21 last while serving with the famous 18th. The young soldier was a member of the local staff of the Royal Bank and a popular young worker of the Adelaide Street Baptist Church. He was 20 years of age.

The letter follows:

Courage Was Marvelous.

Dear Mrs. Phillips,—I have a sad, but proud, task to tell you about the death of your gallant son. In my opinion the greatest heroes of this terrible war are the privates in the ranks, and the stretcher-bearers are higher than these. It is the highest test of a man's courage and faith to attend the wounded, when terrible shells are falling all around, and well I remember your son doing this. He was at all times courteous and faithful and brave in doing his duty. He stuck to my side, and during the last attacks of this battalion upon the Hun line and ready to do any work upon which I might send him. I will not forget him binding up one of the men's wounds during one of Fritz's barrages on our front trench. I marveled at his wondrous courage at the time, right in the middle of the trench. Shells were bursting all around.

Recommended for Decoration.

To show you what I thought of him I will write what I had sent into headquarters the very night before your son was killed: "I have the honor to recommend the following for conspicuous service. During a heavy shell fire he attended the wounded and removed them to shell holes, cheering all men near him by example and words, returning time after time to his task during the counter-attacks." With this recommendation I was trying to get your son awarded the Military Medal. So you see what I thought of him. He was faithful and true, a good soldier of the King, and as I see by his letters and papers which I send you from his pockets, he was a good soldier of our Lord. I have purposely cut out the page from his diary, which I inclose, because I have shown it to my brother officers, who thought it splendid, and I have copied the words myself. Your son was instantly killed by a shell which fell in the middle of my platoon as we were marching out to the rest camp. It was a large range shell, a chance shot, which hit us about four miles behind the firing line.

I hope that you will accept my sincere sympathy for you in your distress. You can be glad to know that he was such a fine soldier and was valued by us. He did his duty nobly, and he died nobly. I grieve with you.

Yours very sincerely,
GEORGE SPENCER.
18th Battalion.

"To My Mother."

If I should fall, grieve not that one so weak and poor as I should die.
Nay though thy heart should break, think only this, that when at dusk
They speak of sons and brothers of another one:
Then thou canst say, I, too, had a son,
He died for England's sake.

CAPT. ALBRIGHT ONLY OF 241ST RETAINED HIS RANK OVERSEAS

All Others Reverted To Cross Channel.

It has been learned that the 241st Scottish Borderers have, with the exception of three members, proceeded to France and are at present doing front line trench duty.

The unit was absorbed into the 48th Highlanders and the 15th Battalion, and it was as reinforcements to these forces that the kilties crossed the channel.

Practically every N. C. O. and officer of the unit was called upon to revert in rank, the only officer retaining his rank before crossing to France being Capt. Solon Albright.

LOOK TO THE FUTURE.

If you desire the future to find you occupying a responsible position, preparation must be made now. Attend the evening classes at the Westervelt School. They begin October 1. b

AFTER TODAY, GENTLEMEN,
tickets to our Thursday night meeting will be sold to all comers. This is the last chance for members to be sure of tickets. Better see J. B. and make sure of yours.
LONDON ADVERTISING CLUB
T. H. Yull, Secretary.
ASSOCIATED ADVERTISING CLUBS OF THE WORLD TRUTH

Price 35c. Put up only by The T. Milburn Company, Limited, Toronto, Ont.
Rowat's COFFEE Pleases People Who Are Particular. 50c per pound T. A. ROWAT & CO. 250 Dundas St. Phones 3051-3052

OPENING RECITAL OF MUSIC CLUB ON OCTOBER 1

Plans for the season for the Women's Music Club were made yesterday at the first executive meeting after the holidays, when it was decided to hold the opening recital on Wednesday afternoon, October 17, in the Normal School, at 4 o'clock and to extend an invitation to musical London to attend.

Following this, the usual fortnightly afternoon recitals will be given and several evening concerts as well during the season.

An evening concert will be held in November. The visiting artist of the occasion will be a Canadian tenor who has won much fame, George Carey, of New York. The club is continuing its patriotic work this season and hopes before Christmas to complete the $600 pledged the end of April to furnish a ward in the Byron Sanatorium for tubereulous soldiers. Already some $300 of the amount has been raised and $250 paid over.

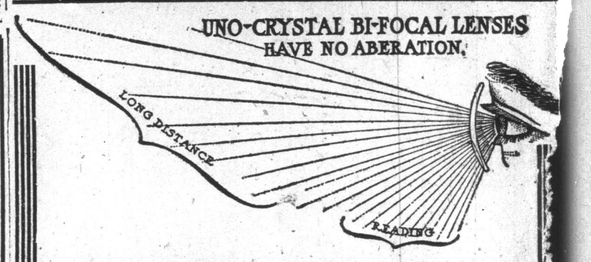
Mrs. T. G. Dochstader, the new president, was in the chair, and a large amount of business attendant upon the opening of the season was disposed of during the meeting.

Western Ontario Electric Co.
237 Dundas Htreet. Phone 4071.
Inspect our new line of Fixtures and Lamps before purchasing. Estimates given on wiring free. A full stock of Flashlights.
H. M. PETERMAN
HIGH-CLASS TAILOR,
has resumed business, Room 4, Lond Loan Block, Dundas street, cor Clarence, and solicits the patronage of his old friends and the public gen ally. ywt

It is worth consulting us as to the re-building of your tires. We know!

LONDON'S RUBBER MAN Rear 186 King. Phone 5124. ywt

UNO-CRYSTAL BI-FOCAL LENSES HAVE NO ABERATION.



Invisible Bifocals
Double-vision Glasses, ground on one solid glass; no lines or cement.
On Sale During Month of September
at the same price you would pay for the old-style, cemented in two pieces.
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EYE SPECIALISTS AND OPTICIANS
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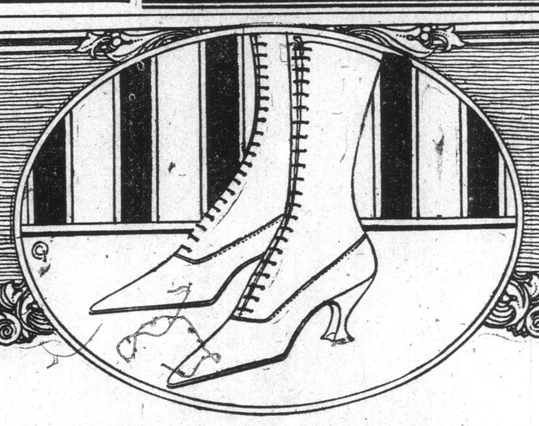
LONDON ONTARIO



A SHOE YOU'LL LOVE TO WEAR!
A limited number of Women's American Beauties just arrived from Boston, in white kid and grey kid. Very stylish. Just the shoe needed to top off that new fall suit or coat.
FIRST LOT
Ladies' White Kid-Covered, Louis heel, long vamp, American made.
SPECIALLY PRICED $9.50
Ladies' Grey Kid-Covered, Louis heel, long vamp, of expert American workmanship.
SPECIALLY PRICED $9.50
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LONDON. ST. THOMAS.