THE HEART OF LONDON
— THE PLACE—

C. P. WEGNER,
Managing this sale.

PANT SALE

That has stirred London and surrounding townships. Come and see them piled up on the tables—thousands of them from the factories of Tolton Mfg. Co., and Crown Pant Company.

LOT NO. ONE
Pants worth up to $4.50 for
$2.50

LOT NO. TWO
Pants worth up to $6.50 for
$3.50

LOT NO. THREE
Pants worth up to $8.00 for
$5.00

LOT NO. FOUR
Pants worth up to $10.50 for
$5.95

SWEATER COATS

The entire stock to be cleared at this sale at about half price.
$4.50 Sweater Coats $1.95
$10.00 Sweater Coats $4.95
$16.50 to $19.50, for $9.95

MEN'S SUITS.
$20.00 values, for .. $11.50
$25.00 values, for .. $12.95
$30.00 values, for .. $13.95
Better grades up to $75.00, including blue serges, fancy worsteds and tweeds at **HALF PRICE.**

MEN'S SHOP CAPS.
50 dozen, regular 35c and 50c values, for 20c

OVERCOATS.
Short lines to clear. Come quick; this stock is nearly sold out.
$25.00 Overcoats, for $12.50
$50.00 Overcoats, for $19.50

100 Dozen Heavy NEAR WOOL SOCKS.
65c values, 3 pairs for $1.00

FLEECE - LINED UNDERWEAR.
49c, 88c, 98c, $1.25,
Worth double these prices.

RAINCOATS
Your choice of any Coat in the store at half price. Big line to choose from.

Big Overall Sale On This Week

You save 25c on every pair of Overalls you buy here.

MAIL ORDERS FILLED SAME DAY AS RECEIVED

Wegner Clothing Co.

The Heart of London.
Famous For Their Little Prices.
371 Talbot Street, Opposite Market.

BOYS WITH SPATS GET THE GIRLS

In Demand If They Have Bow Ties and Snappy Socks

REV. F. G. BURRELL'S VIEW

Deplores Conditions in Address to Men's Brotherhood

Characterizing present-day marriage as one of the abnormal conditions in Canada, Rev. F. G. Burrell, of Leamington, in an address on "Canada's Present Situation," to 400 men attending the joint meeting of all London Men's Brotherhoods in Maitland Street Baptist church last evening, said that the young girls of to-day were virtually "falling" for "dudes," while men of the big, strapping, blue-blooded type were passed by because they "probably do not part their hair in the center, wear spats, bow ties, snappy socks or tight-kneed trousers." The speaker said that this deplorable method of "picking a marriage partner" worked both ways, as the young men also pass up a good Christian girl and call her an old maid.

"But she's the best girl made," he added. "And the couples getting married to-day don't want children. Why don't they? Well, because it costs too much." The speaker gave some figures in this regard, informing the gathering that an even $211 would pay the expenses of a baby for the first four weeks after birth.

"And it's worth it," he said.

CRIME WAVE CAUSE.

A great deal of the present crime wave could also be blamed on the marriage conditions throughout the country during the past 30 years, he said, charging that the couples who have been married since that time have been paying too much attention to pleasure and money making, neglecting their homes, churches and schools. This has resulted in their children being neglected, growing up in an atmosphere that has been none too wholesome. The speaker also blamed the clergy, who, he said, have been preaching everything but the gospel. "Bolshevism and how to make money are their best subjects. The people have yielded to it and as a result education has been turned into money-making schemes," he remarked.

According to the present rate of divorces in the United States the average married life of a man and woman is only nine and three-quarter years, the speaker said. He closed his address with an appeal for greater Christianity to right the deplorable marriage conditions. In prefacing his address, Rev. Mr Burrell spoke of conditions in the European countries following the war. He said that 750,000 farms, homes and buildings in France alone were destroyed in the war, while 2,500 cities, towns and hamlets were demolished.

The meeting was presided over by Rev. J. N. Norton. The Excelsior Male Quartet rendered several pleasing songs.

MR. PARDOE TO BECOME HOUSE LIBRARIAN

TORONTO, Jan. 20.—It was learned at the Parliament buildings to-day that Mr. A. T. Wilgress, king's printer, will be appointed Legislative librarian in place of Mr. A. Pardoe, who retired under the Superannuation Act. It is understood that Major Clarkson W. James, private secretary to Hon. R. H Grant, will succeed Mr. Wilgress, who has been king's printer for over five years.

SPECIAL
FUR SALE

All Furs reduced to cost, and some garments below cost, to clear for cash.

BELTZ & CO.

SINCE 1868
Taylor's Throat AND Lung Balm

Has been the favorite home remedy for coughs, colds and all bronchial affections. Sheer merit alone has enabled this medicine to hold the first place for over 50 years .....35c, 65c and $1.20
Manufactured and sold only by

Taylor's Drug Store
NEW ADDRESS:
390 RICHMOND ST.
PHONE 594
Three Graduate Druggists
fr

Military Store

346 DUNDAS ST.
NEAR WATERLOO.

Army Khaki Riding Breeches $8.25
Army Khaki Heavy Pants or Slacks $8.25
Army Khaki Overcoats $6.00
Army Goods of all descriptions too numerous to mention.

CLINGER
LONDON'S RUBBER MAN, PROP.

DIAMONDS

Rings... $8.00 to $1,000.00
Necklets $30.00 to $800.00
Barpins .. $5.00 to $100.00

C.H. WARD & CO.
Diamond Merchants and Jewelers
386 RICHMOND ST.

OFFICE FURNITURE

Including Office Desks, Chairs, Costumers, Desk Trays, Telephone Stands, Safes and the famous
LIBRARY BUREAU FILING APPLIANCES.
REMEMBER, IF IT'S NEW WE HAVE IT.

Hay Stationery Co., Limited

WHEN YOU NEED VARNISH

For your Doors, Walls, Boats, Carriages, Furniture, Oilcloth, or, in fact, for any use whatever, if you want the best results, use

COPALINE

Gals.	½ Gal.	Qts.	Pts.	½ Pts.
$5.50	$3.00	$1.60	90c	50c

O'Cedar Mops, each.... $1.25 and $2
O'Cedar Polish, bottle 30c
PIPE FLUSH—To open clogged-up water drain or sewer pipes, 60c can

J. G. STEELE & CO., HARDWARE
PHONE 750. 261 DUNDAS ST.
South Side, Near Wellington.
AGENTS FOR MARTIN-SENOUR 100 PER CENT. PURE PAINT.

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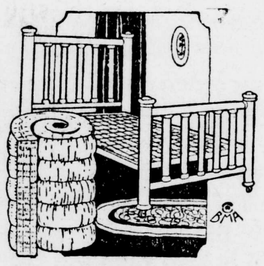
"Let us" help to solve your HOME FURNISHING PROBLEMS

Mrs. Housewife, would you honestly miss One Dollar from your husband's wages? You will be surprised what the little Old Dollar will do toward owning that article you have had your eye on for so long. Join our Club of Successful House Furnishers and know the joy it will bring.



Genuine All-Felt Mattresses

Rolled edges, covered with best ticking. Handy hand holders on all of these. Real values in bedsteads. Large variety of white enamel at various prices. Special attraction in our reduction on Brass Bed, Spring and Mattress complete. Being sacrificed at

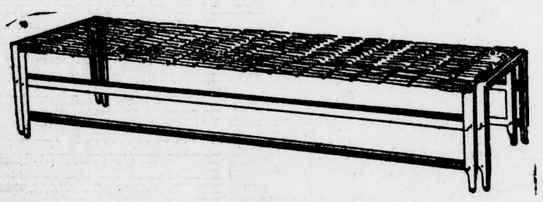
$39.40

OUR CLUB PLAN, $5.00 DOWN AND $2.00 WEEKLY.

Blankets---

PRESCOTT UNION BLANKETS—Size 66 in. by 80 in. at $8.80 per pair
PRESCOTT UNION BLANKETS—Size 60 in. by 80 in. at $10.40 per pair
PRESCOTT UNION BLANKETS—Size 64 in. by 84 in. at $12.40 per pair
PRESCOTT UNION BLANKETS—Size 72 in. by 84 in. at $13.00 per pair
WOOL BLANKETS—Size 66 in. by 82 in. at .....$17.60 per pair

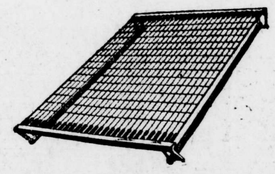
Club Plan, $2.00 down and $2.00 weekly.



Sanitary Bed-Couches

are sure convenient when an unexpected friend or relative drops in to stop all night. What wouldn't you give to be able to utilize the old couch? Now is your chance.
SPECIAL PRICE **$18.00**

Club Plan, $2.00 down and $2.00 a week.



The Simmons High-Riser Link Fabric Spring---

THE BEST BED-SPRING ON THE MARKET..... $8.50
ALSO SIMMONS LINK FABRIC LOW-RISER $6.50

THOMAS FURNITURE CO

240 DUNDAS STREET.

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GRAY'S, LIMITED

STORE HOURS—9 A. M. TO 6 P. M. DAILY, SATURDAYS INCLUDED.

January Clearance Sale

Money-Saving Specials for Saturday Selling

NEW MILLINERY

We are showing a few early spring models, new and smart Hats, of finest materials, satin and straw combined. Popular prices ..... $8.00 to $12.00
Millinery Department—Fourth Floor.

MONEY-SAVING VALUES IN COATS

ONE DOZEN WOMEN'S COATS, values up to $25.00, on Saturday, to clear at, each $15.95
GENUINE SALT'S PLUSH COATS, all sizes. Values to $62.00, on Saturday to clear at $37.50
Third Floor

MONEY-SAVING VALUES IN SERGE DRESSES

We are offering special values in our **SERGE DRESSES** for Saturday only; 20 to 25 per cent. off the original prices.
Third Floor.

MONEY-SAVING VALUES IN WAISTS

WAISTS of good quality striped silk, white ground with stripes of navy, black, rose or mauve. Regular $6.75 and $7.75, on Saturday to clear, at $5.75
Third Floor.

WOMEN'S KNITTED UNDERSKIRTS, gray and white, trimmed with red, light weight. Regular $1.75, on Saturday at $1.25
Third Floor.

CHILDREN'S WHITE CHINCHILLA COATS, size 24; three only. Regular $7.50, to clear at $4.95
CHILDREN'S KNITTED SUITS, rose, gray and copen; sizes 22, 24, 26. Regular $6.00, on Saturday at .. $4.95
CHILDREN'S FLANNELETTE SLEEPING SUITS, 1, 2 and 3 years. Regular $1.65, on Saturday at 98c
BABY CARRIAGE COVERS, with pocket, of white chinchilla. Regular $4.50, on Saturday at.. $2.95
BABY CARRIAGE ROBE, of white eiderdown, size 30x36. Regular $5.25, on Saturday at $3.95
Third Floor.

UNDERWEAR SPECIALS

WOMEN'S O. S. VESTS, gray wool and cotton mixture, high neck, long sleeves. Special, each $1.50
WOMEN'S VESTS, wool and cotton mixtures, cumfy cut style, sleeveless. Special price, each $1.25
WOMEN'S BLACK BLOOMERS, in wool and cotton. Special, a pair $1.75
WOMEN'S WHITE KNITTED BLOOMERS, regular $1.00, on sale, a pair 49c
Main Floor.

EXTRA SPECIAL! ALL-WOOL SERGE $1.65 YARD.

40 and 42-inch width, in wanted colors of navy, black, garnet, burgundy, copen and brown; an excellent quality of all-wool serge; the best value offered for many years.
Dress Goods Department—Second Floor.

A CLEARANCE OF VELVETEENS

REGULAR $1.50, HALF PRICE, A YARD 75c
Colors in garnet, ruby, green, gray and navy.
Silk Department—Second Floor.

SATURDAY LAST DAY OF SAMPLE HOSIERY SALE

LADIES' PURE SILK HOSE, lisle top, heels and toes; $2.00 value, a pair 98c
LADIES' ART SILK HOSE, lisle tops; $1.00 and $1.25 values, a pair 69c
LADIES' SILK LISLE HOSE, also Art Silk, $1.25 values, a pair 59c
LADIES' MERCERIZED LISLE HOSE, double soles, spliced heels. A pair 49c
LADIES' COTTON AND LISLE HOSE, a big range; a bargain. A pair 39c
CHILDREN'S LISLE AND RIBBED COTTON HOSE, sale price, a pair 39c
CHILDREN'S SILK LISLE HOSE AND HEAVY RIBBED COTTON HOSE, ALSO BOYS' HEAVY BLACK WORSTED HOSE, at one price, a pair 49c
CHILDREN'S MERCERIZED LISLE SOCKS, values up to 75c, a pair 39c
Hosiery Department—Main Floor.

YARNS

"3 BEE" AND ROYAL SHETLAND FLOSS—Colors: wistaria, purple, mauve, rose, cardinal, delf, turquoise, shell pink, gray, copenhagen, white, dark green, burnt orange. Price, per skein..... 20c
CORTICELLI SPORTLINE SWEATER WOOL, all shades. Per ounce balls, each 30c
KOMFORT SWEATER YARN, in colors of rose, turquoise, peacock, navy, black and white. Two-ounce skeins 45c
Art Department—Main Floor.

Money-Saving Specials--Staple Dept.--Main Floor

TOWELING SPECIALS

PURE LINEN DARK CRASH TOWELINGS, red border; also UNION CRASH TOWELING, gray and white stripe. On sale Saturday at, a yard 25c
TEA TOWELING, red or blue check. On sale Saturday at, a yard 19c
CRASH TOWELING, gray and white stripe, excellent quality. Saturday's price, a yard, only .. 19c
PLAIN BLUE OR KHAKI DENIMS, STRIPED COTTONADES AND BEST QUAILTY INDIGO SHIRTINGS, qualities regular 75c and 85c a yard, Saturday, to clear at, a yard 50c

FLANNELETTE SPECIALS

FLANNELETTES, white or gray. Wonderful values, regular 39c, Saturday, on sale at, a yard 25c
ONE-YARD WIDE FLANELETTE, white or stripes. Regular 50c and 60c quality, Saturday, on sale at a yard 39c

COMFORTER SPECIAL

SIX ONLY COMFORTERS, Saturday, on sale at, each $2.95
PANELED BORDER COMFORTERS, regular $8.50, Saturday, to clear at, each ... $5.95

COTTON SPECIALS

WHITE NAINSOOKS, regular 35c, Saturday's sale price, a yard, only 19c
CIRCULAR PILLOW COTTON, 44-inch (five pieces). Saturday, on sale at, a yard, only 49c
PILLOW COTTON SALE, circular, 40, 44, 46 width; plain, 40 or 42 width. Regular 75c and 85c quality, Saturday's sale price, a yard 59c

DRESS GINGHAMS

Plaids, checks and stripes and plain color chambrays. Qualities, regular up to 65c, on sale Saturday, at a yard 29c

GRAY'S LIMITED. Agents for the Butterick Patterns, The Delineator and Butterick Quarterly. GRAY'S LIMITED
140 DUNDAS STREET PHONES 115-116

Bring Your Rubber Trouble to
CLINGER
London's Rubber Man,
Retreading a Specialty.
346 Dundas Street
Phone 5124 y Near Waterloo

Windsor is not the first municipality in Ontario to pay its aldermen $5 per meeting. Sandwich has been paying its councilors $5, effective from last August.

ROWAT'S TEAS

Used in homes where dining is a fine art.
65c, 75c, 85c, $1.10 and $2.00 Pound
T. A. ROWAT & CO.
250 Dundas St. *f Phones 3051-3052.

J. FERGUSON'S SONS,
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Horse Equipment.
Day or Night Service.
Phones: Office, 543; residence, 3066-4101.

Club Bags of the Better Kind

You only buy a bag once in a long while, so why not get a good one when you are about it. We sell the highest grade leather goods in Western Ontario. Our Club Bags have that aristocratic appearance about them that instantly appeals to particular people.

COOK'S Shoe Store