

Rowat's Special Tea
Buy it when you want the best.
50c, 70c, 80c, \$1.10 per pound.
T. A. ROWAT & CO.



Diamonds

Mounted in 14k and 18k gold, and platinum settings. Now is the time to buy, as all our Diamonds are marked in plain figures at the old prices.

Diamonds have advanced, and are sure to be higher in six months.

Necklets and Pendants, set with diamonds \$15.00 to \$800.00
Rings, set in 14k gold \$10.00 to \$500.00
Earrings, pair \$35.00 to \$300.00
Searl Pins, \$15.00 to \$500.00
Bar Pins and Brooches, \$6.00 to \$150.00

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

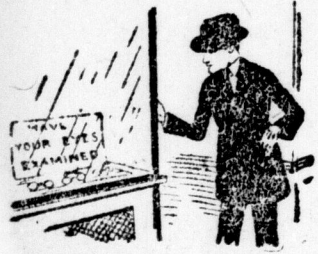
With a Kwik-Lite
Electric Flash you can see in the darkest of spots. We have them in all sizes and shapes from \$1.30 to \$8.25.

BENSON-WILCOX ELECTRIC CO.
264 Dundas street. Phone 2671

BIG SHOE SALE

Every pair of White and Sport Shoes to be sacrificed at cost. We must have the money, so the shoes have got to go.

SAMUELS' SHOE STORE,
290 Dundas Street. East of City Hall.
Phone 6977. Open Evenings.



A POOR WAY TO ECONOMIZE

Neglecting to have your eyes examined at least every two years, is a poor way to economize.

Eyes will often improve materially under the proper treatment—and a slight change in the lenses may make a great improvement.

Rest assured we will not advise a change unless we are convinced it will improve your eyes.

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

INSURANCE

HAROLD J. LAWSON
(Returned).
205 Dominion Savings Bldg. Phone 850.
London Loan and Savings Co.
OF CANADA

4% ALLOWED ON DEPOSITS.
5 1/2% ALLOWED ON DEBENTURES.

220 Dundas Street, London, Ont.

No. 1 Quality
Hudson Seal Coats
BELTZ & CO.
PRACTICAL FURRIERS.

CUT OUT THE SECOND EGG AT BREAKFAST

---Eat More Toast

Not only will it materially reduce the high cost of living, but you will be better off physically and mentally.

The housewife knows that

JOHNSTON BROS. XXX BREAD

makes delicious, crispy toast. Fresh at your grocer's today.

Johnston Bros. Phone 944.

It Is Your Duty to Buy Victory Bonds

Then with any money you may have left invest in one of Young's Diamonds.

Both investments are perfectly safe.

Young's
Watches, Diamonds and London East.

On Sale Today Ladies' Button Shoes \$3.45

This is the windup of our entire stock of button shoes, sizes from 2 to 4. Values to \$5. Come in today before the best selections are gone.

COOK'S SHOE STORE.

If you want the "Newest and Best" in bookkeeping and stenography you should attend the

London's Business College
Dundas and Richmond Streets.
J. MORRIS, Principal.
N. STONEHOUSE, Vice-Principal.
Phone 7280.

"Nothing succeeds like success." And nothing brings success more quickly than good advertising.

Federal Advertising Agency

T. H. YULL, Director.
London, Canada.
Mechanical Photo Retouching



Misses' and Boys' School Shoe. A desirable, comfortable foot-fitting Shoe with straight tip and low heel. Brown side leather.

\$4.50

Misses' School Shoes on a Dress Shoe Last

Many mothers prefer a trim-fitting Shoe for everyday wear for their daughters, instead of the usual boyish styles.

We are showing a desirable line of Misses' and Boys' School Shoes that illustrate the success of one manufacturer to combine wearing qualities with a dress appearance for everyday wear.

Johnston & Murray

LONDON.

ST. THOMAS.

AND LOOK! A Thousand Bargains With the Day Awoke

WHAT SIMONIDES, THE RICH MERCHANT, WAS TO ANTIOCH IN ANCIENT DAYS WEGNER IS TO THE HERE AND NOW OF LONDON AND WESTERN ONTARIO.

\$3.00, \$3.50 AND \$4.00 HEAVY ALL-WOOL RIBBED

Shirts and Drawers

Per Garment **\$2.49**

All standard makes; sizes 32 to 44.

BIG SIZES, UP TO 50 \$2.89

Fresh From the Bargain Mint

\$13.50 BATH ROBES

\$9.95

JUST IN—FROM THE R. C. STRUTHERS STOCK AT 50 CENTS ON THE DOLLAR.

A NEW WEGNER HIT.

Men's \$18.00 Mackinaws

\$14.49

Men's \$16.50 Mackinaws

\$12.75

\$18.00 LOUNGING ROBES

\$12.25

\$15.00 Mackinaws

\$11.25

\$12.00 Mackinaws

\$8.95

Wegner Says a Turnover of \$25,000 a Month

WE'LL KEEP HIM AND HIS BUSINESS LIVELY, VITAL AND EFFECTIVE.

WEGNER SUPPLIES THE BARGAIN JUICE. FROM THE R. C. STRUTHERS STOCK AT 50 CENTS ON THE DOLLAR.

MEN'S \$3.50

Flannel Shirts

In Military Grey and Khaki Flannel. Sizes 14 to 18.

All out **\$1.95** at ...

WEGNER'S ... OF COURSE!

A Super-Extraordinary Effort for the Boys Only

SEE WEGNER IN "PUTTING IT OVER."

120 DUNDAS STREET

| | | | |
|-------------------------|----------------|-------------------------|----------------|
| Boys' \$20.00 Overcoats | \$13.75 | Boys' \$15.00 Overcoats | \$9.50 |
| Boys' \$10.00 Overcoats | \$7.29 | Boys' \$22.50 Overcoats | \$16.95 |

Wegner's Idea is to Demonstrate!

WOMEN'S 65c LISLE STOCKINGS, Sizes 8 1/2 to 10.

25c A PR.

WEGNER DOES ALL THIS WITH COMPARATIVE EASE.

Boys' 75c and 85c 2-1 Ribbed Heavy Cotton Stockings **49c**

HERE'S BIG LEAGUE STUFF

MOTHERS, GET THIS!

WEGNER IS NOW CALLED "MR."

BRING DOWN THE BOYS

HERE'S DESIGNS ON WEGNER'S TRESTLE BOARD FOR TODAY'S SELLING.

| | | | | | |
|-----------------------------|---------------|---------------------------|----------------|--------------------------------|---------------|
| BOYS' \$12.00 WORSTED SUITS | \$6.95 | BOYS' \$18.00 TWEED SUITS | \$13.50 | BOYS' \$9.00 AND \$10.00 SUITS | \$6.75 |
|-----------------------------|---------------|---------------------------|----------------|--------------------------------|---------------|

WHERE ELSE 50c ON THE DOLLAR, BOY?

MEN'S SUITS SCORE BIG

Wegner Carries Heavily Many Lines of Men's Suits and O'coats

FAMILIAR TO EVERY MAN, YET HE INTRODUCES THEM ALL SO DIFFERENTLY FROM THE "O-R-T-H-O-D-O-X" MERCHANT. ESPECIAL THE PRICES.

MEN'S SUITS, IN FINE WORSTEDS, VALUES TO \$50.00 SELL TODAY **\$29.90**

Here's the Biggest Cut in Suits

Wegner has given in some days. Finest and best wearing materials; make and finish excellent; size range complete.

MEN'S \$35.00 AND \$40.00 SUITS **\$26.25**

Here's good news if you need a suit. Collars, shoulders and sleeves are perfect fitting. Styles include two-button sack and three-button sack; deep roll lapel.

SEE OUR \$20.00 SUITS FOR \$12.90. WORLD-BEATERS.

HERE'S TO CLEAR MEN'S \$23.00 SUITS **\$19.50**

Put this \$8.50 you save in the jeans on these fine grey, brown and blue suits. Wear guaranteed; workmanship the best.

OVERCOATS

IN THE CITY OF LONDON, AT 120 DUNDAS STREET ON THE 11TH DAY OF NOVEMBER YOU CAN BUY AS UNDER.

WEGNER MAKES HIS PRICES REBOUND. HEREIN LIES THE ATTRACTIVENESS OF THE UNLOADING SALE TO YOU AND ME.

Wegner's Overcoats are the Talk of the Town

Meltons, Vicunas, Chinillas, O'Briens, and many others from mills of England, Ireland and America. Here's the verdict:

| | | | |
|---|----------------|-------------------------|----------------|
| \$18.00 and \$20.00 Water-proof Overcoats | \$12.95 | MEN'S \$35.00 OVERCOATS | \$22.90 |
| \$22.50 OVERCOATS | \$13.25 | MEN'S \$40.00 OVERCOATS | \$24.90 |
| \$25.00 OVERCOATS | \$18.50 | \$50.00 OVERCOATS | \$38.25 |
| MEN'S \$30.00 OVERCOATS | \$21.50 | | |

SEE THE NEW WOOL NAPS—MELTONS, FRIEZES, TWEEDS, KERSEY CLOTHS, VICUNAS IN LARGE RANGE OF STYLES.

Wegner's Customers Have Made Good To Themselves

THEY BUY FROM WEGNER—FOR A REASON THAT IS A REASON—

IT PAYS!

WEGNER NOW COUNTS HIS APPRECIATIVE BUYERS BY THE STOREFUL.

Mitts, Gloves and Gauntlets for Everyone

BOUGHT AT 50 CENTS ON THE DOLLAR FROM THE R. C. STRUTHERS STOCK. ASTRACHAN MITTS, GLOVES AND GAUNTLETS, DRESS GLOVES, LINED GLOVES, LINED MITTS, AUTO GAUNTLETS, CAPES, SUEDES, MOCHAS, DRIVING GAUNTLETS, WORK LINES IN MULE, HORSEHIDE AND BUCK.

WEGNER'S PRICES ARE LESS THAN ALL OTHER STORES.

MAIL ORDERS SHIPPED PROMPTLY

1,000 New Ones 25c Grabs

5,000 Grab Boxes filled with merchandise from Wegner's stock. Every box contains goods to the value of 50c. No boxes to be opened in the store. This is Wegner's big surprise for today. The biggest 25c worth you ever bought in your life. A surprise sure. No blanks.

SEE THE WEST WINDOW.

Don't open parcels in store—too much confusion. Buy as many as you like.

Building Figures Are Nearing \$2,000,000 Mark for the Year

Building figures for the month have reached the total of \$25,865. This, added to the total of the previous months, \$1,974,010, brings the total for the year to \$1,999,875, only a short distance from the \$2,000,000 mark. Building inspection figures in the figures will pass this by the end of the year.

A permit was issued Monday for the largest house which the London housing commission has undertaken to build so far. This is a two-story brick veneer

dwellling for R. S. Simmons on Charlotte street. It was designed by A. M. Piper and is being built by E. Moyer at a cost of \$3,430.

Thomas Linnore is building a one-story brick house on Langarth street at a cost of \$2,200. Mrs. J. Plasted is building two houses on Pleasantly street. Each will cost \$2,500, and will be two-story brick veneer dwellings. Gafton & Co. are enlarging their store front at a cost of \$1,500.

CHINESE NATIONALISTS HAVE FORMED LEAGUE

Rooms Opened on Clarence Street Saturday.

Charlie Chau is the president of the Chinese Nationalists' League formed in this city and opened on Saturday. The office of the league is located on Clarence street in the rooms formerly occupied by the H. D. S. Association. Almost every large city in the Dominion has a league of this sort. It is organized for the advancement of the Chinese in this city of whom there are no small number, and to aid those Chinese who might be in distress at any time or to assist in placing Chinese who come to the city from outside places.

CITY FISH MARKET HAS NO NOTIFICATION OF DAY AND NO FISH TO SELL

Although today is national fish day, the day adopted by the Government to popularize the consumption of fish, no notification has been given to the city fish market and no extra supply of fish has been received for the occasion.

Only four hundred pounds of fish were received on Saturday instead of the usual six to nine hundred. Yesterday not a fish graced the city stall in the market house. For today the personnel of the market was absolutely ignorant

of the fact that it is to be the national fish day.

The information when the day is to be celebrated usually is received from Toronto, and an extra supply of fish is received by the municipal market. Last year over a ton of fish was sold on that day, being double the amount for the average daily sale.

Great trouble is being experienced in securing enough fish to fill the daily demand at the present time. Storms on the Great Lakes are given as a reason for this. Some whitefish is still being received from Lake Nipigon, but cold weather and snow prevail in Northern Ontario.

Other fish markets in the city report they were prepared for the day, and claim that they are able to fill the demand day to day.

LIBRARY TO BENEFIT

The library of the Western University has been made one of the depositories of the Carnegie Endowment for International Peace. The university will receive a complete set of publications that may be issued from time to time. The publications of the endowment include historical and economical works

by some of the world's most eminent authors. Particularly valuable are the economical studies of the great war now being issued.

Canadian Bureau of Credits
Dominion Bank Chambers, London.
Established 1910.

Collections and adjustments locally or through agents at all points. Liquidation of estates a specialty. Call or write for terms and references.

"The Line You Have Been Waiting For."

Hay's Personal Greeting Cards

Are Now Ready.

Hay's Stationery
London's Leading Stationers.

PHONES 929, 1390.

PHONE 3511

HAVE YOUR PIANO TUNED BY S. BOARDMAN
Formerly six years with Heintzman Co.

TAYLOR'S STOMACH AND LIVER CURE.

is composed entirely of roots, herbs, and contains no mineral poisons; cures constipation, sour stomach, sick headache, biliousness, etc. On sale at the 6 TAYLOR DRUG STORES

The Service Plan as carried out by P. P. Brockman is certainly a money-maker for the tire user. You better see him.

London's Rubber Man
346 DUNDAS, PHONE 5124.

RETREADING
Like We Do, Pays.

LONDON TIRE REPAIR DEPOT

354 Wellington Street.

Phone 2334.

Opposite McClary's.