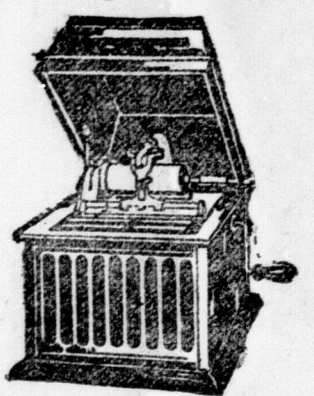


Rowat's Special Tea
Buy it when you want the best.
60c, 70c, 80c, \$1.10 per pound.
T. A. ROWAT & CO.



Edison's Wizardry
will win every time.

No product can be bigger than the brain that evolves it. No other brain in the world has the inventive ability of Edison's. That fact alone is sufficient proof of the absolute superiority of...

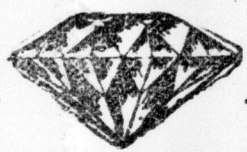
The New Diamond Amberola

The Amberola can readily prove its own superiority. Its tone, pure and clear, is a revelation when compared to most of the shrill harsh sounding talking machines.

Come in and compare the matchless tone of the Amberola. We shall be glad to demonstrate it for you.

W. McPhillips,

The Music Centre,
228 DUNDAS STREET, LONDON.



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
Searf Pins.....\$15.00 to \$300.00
Bar Pins and Brooches.....\$6.00 to \$150.00

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

London Business College
Corner Dundas and Richmond Streets,
London, Ontario.

London's new and up-to-date Commercial School. Day classes 9 to 4. Night classes 7:30 to 9:30. Mondays and Thursdays. Enter any time. J. Morritt, Principal, Phone 7380. N. Stonehouse, Vice-Principal.

Annis' Chocolates
Our Chocolates are made from the finest confections daily in our own candy kitchen, made to retain the full strength and flavor. Healthful as well as delicious. Take home a box today.

Annis' Candy Shop
398 Richmond, Opposite Smallman's.

Eczema Quickly Disappears

When Kins-Haw is applied. No more itching, no more sleepless nights; no more unsightly eruptions. The skin becomes smooth and healthy. Kins-Haw if used according to directions will do all this for you.

Brightness and Gladness---

All the brightness and gladness shown by the autumn tints may be duplicated by a selection from the new Wall Papers.

COLERICKS'
212 DUNDAS STREET, E. V.

DAINTY SLIPPERS FOR THE HALLOWEEN PARTY OR DANCE

Footwear plays a most important part in midday's wearing apparel. Make sure you see our magnificent display of pretty slippers and pumps. Such charming styles, and fitted perfectly to your feet, so they do not slip at the sides or slip at the heel. Make sure you see this display.

COOK'S SHOE STORE

TAYLOR'S CREAM OF ROSES
is an antiseptic, greaseless lotion for face and hands. Cures rough, red, chapped skin, and removes tan and sunburn. 50c bottle, only at the 5 Taylor Drug Store.

AEROPLANE GIRLS HEAD FIVE-ACT BILL AT THE GRAND TODAY

Jack Pickford, Star of Photo-play, "In Wrong."

The Aeroplane Girls will be the feature attraction, offering a thrilling exhibition of aerial stunts and contortion. Special electrical and scenic effects are a feature of the act.

A delightful comedy sketch entitled "Meatless Days," is the offering of John R. Gordon and company.

Willing and Jordan present a refined singing and piano offering, featuring exclusive numbers.

Billy Rogers, the musical mimic, is a clever young fellow who makes a big hit with his musical imitations and splendid singing.

Kaufman and Webster are a team of comedy cyclists who present a highly amusing offering entitled "The Comedy Mysteries of a Motorcycle."

JACK PICKFORD IN "IN WRONG."

"In Wrong," starring Jack Pickford, which will be shown for the last time today. As the village boy working in Peewee's village store, and dying with love and the ambition to be a hero, Jack Pickford certainly makes a great big hit. "In Wrong" is a winner. It is packed full of the most laughable incidents imaginable. To see our hero and the boy who works with him in the store declare war and chase around the store like a couple of crazy monkeys; to see how he rushes to the heroic rescue of his girl; to see him plan a daring raid on the best job in town, only to get in wrong on these, as on all other occasions, is to enjoy one of the biggest laughs you have had in a long time.

"BRINGING UP FATHER IN SOCIETY" AT GRAND TOMORROW, FRI. AND SAT.

The perennial cartoon comedy, "Bringing Up Father," which will be seen at the Grand tomorrow, Friday and Saturday evenings at 8:15 and Saturday matinee at 2:30, is an established institution as far as genuine laughter is concerned. This season the popular newspaper comic, "Father," will be seen in a brand-new play, involving enough fun to stock up a rib-ticking trust of unusual proportions. As in former seasons, Gus Hill is sponsor for the latest series of the evergreen "Father" concoctions which have been a source of infinite joy and happiness to millions of theatre-goers. This year the astute manager, who was the first to see the value in newspaper cartoons as stage possibilities, has done exceptionally well by the world-famous George McManus creation. The new offering is in three acts and replete with snappy and catchy music, brilliant lines, pert and flippant dialogue, lingering songs, pretty girls and a clever and competent company of thirty odd people. One of the features of the production is the cleverly applied described by one critic as "beauty from the Garden of Paradise."

"WILDERNESS TRAIL" WITH TOM MIX AT THE PATRICIA TODAY

Also An Excellent Vaudeville Act, a Two-Reel Comedy, and a Screen Magazine.

Tom Mix, in "The Wilderness Trail," will be shown at the Patricia Theatre today for the last time. The story has to do with the Hudson Bay Company in the wilderness of Canada. It shows wonderful photography of life and romance in the land of measureless snows and grim forests where human hearts are very warm and vital. Tom Mix alternates death-defying devotion to true love with some of his skillful and thrilling stunts that every red-blooded person loves to see. Among them a wonderfully managed fight in the deep snow, and a struggle to save the life and honor of a girl. This piece is all action and surprise, and entirely wholesome. Colleen Moore is Mix's new leading lady, like a pretty and dainty and a capital actress.

A two-reel comedy, a Universal screen magazine, and an excellent vaudeville act complete today's program.

HARRISTON VETERAN DIES.
HARRISTON, Oct. 28.—Monday afternoon another returned hero, Victor Small, son of Mr. and Mrs. Wm. Small, died at his home in Harri-ston, Ontario. He served in the 1st Canadian Trench Battalion during the war. He was a member of the A. S. C. and returned last November. He suffered the loss of one leg. The funeral will take place at Harri-ston Cemetery on Wednesday afternoon after the service at the residence, lot 23, con. 17, Minto, at 1 o'clock.

BELMORE PIONEER DIES.
BELMORE, Oct. 27.—Mrs. R. Nickel, Sen., died at her home Saturday. She came out from Ireland 86 years ago with her parents, who settled in Flamborough Township. Nearly 29 years ago she married R. Nickel, and a few years later they moved to the township of Carleton Place. She is survived by her husband, four sons—Adam on the home farm, Charles of this village, George in Toronto, and William near Empress, Sask.—and three daughters—Matilda at home, Mrs. J. Farrell of Carleton Township and Mrs. Hogan of Newton.



GLASSES YOU WEAR SHOULD BE MADE FOR YOU

GLASSES that merely seem helpful to your sight are not necessarily the lenses that will correct your vision. It is more than a pleasant-taste drug is certain to correct some other physical ailment. Allow our optometrist to look back through your pupil—back through the cornea of your eyes at the crystalline lens. If there are no opacities he will discover by other tests the manner in which your weakened eye muscles have interfered with your sight.

Brown Optical Co.
Eyes Examined. Glasses Ground
223 DUNDAS ST., Phone 1577.

WEGNER'S \$110,000 UNLOADING SALE

Biggest Pant Sale EVER IN LONDON.

1,200 PAIRS MEN'S FINE WORSTED, WEST OF ENGLAND TROUSERS.

Values to \$8.50. All sizes—
\$5.95

1,600 PAIRS MEN'S PANTS. Values to \$7.00 and \$7.50. All sizes—
\$4.95

MEN'S \$5.00 and \$6.00 PANTS. Over 1,000 pairs to pick from—
\$3.95

IS THE ONE BRIGHT STAR IN THE STELLAR UNIVERSE OF BARGAINS

—Wegner's sale is planned and executed on a plane and scale that impresses.
—There's nothing faint about it. It's the big outstanding event on Dundas street.
—All London will attest this illuminating fact.
—Wegner sure lights the way to your business.
—The savings tell on every price tag.
—Your pocketbook interest is assured.
—Other stores' efforts are faint, as compared to Wegner's master stroke—

THE UNLOADING SALE

JUST IN NEW SILK MUFLERS

The Christmas stock, direct from the makers.

The finest Mufflers ever shown in London, in silks, satins and crochet knit. All the new stuff.

The prices are:
\$4.00 Mufflers \$2.95
\$5.00 Mufflers \$3.95
\$5.50 Mufflers \$4.19
\$6.50 Mufflers \$4.95
\$7.00 Mufflers \$5.39
\$8.50 Mufflers \$5.95
\$9.00 Mufflers \$6.95

SEE THEM.

Bargains Swift and Strong

Stop-'Em

THESE VALUES WILL

\$1.00 GENUINE PRESIDENT SUSPENDERS 69c
\$2.50 UMBRELLAS, Each \$1.95
\$2.25 UMBRELLAS, Each \$1.75
\$1.65 and \$2.00 WORK SHIRTS, in khaki and blue chambray. Very special \$1.29
HEAVY FLANNELETTE \$4.25 PYJAMAS \$2.95
GOLD LAUNDRY SOAP \$1.00
Special, 12 bars OLD DUTCH CLEANSER, 3 tins 25c
15c WHITE H. S. HANDKERCHIEFS, 25c
20c WHITE H. S. HANDKERCHIEFS, 25c
2 for \$1.00 EXTRA HEAVY BRACES, 69c
per pair 65c POLICE BRACES, 39c
per pair

Mail Orders Filled Promptly

ALL THINGS TO ALL MEN—THIS SALE

MEN'S \$3.00 LINED CAPE, TAN AND GREY GLOVES \$2.25
MEN'S \$2.50 LINED SUEDE GLOVES, TAN AND GREY \$1.49
85c MULE WORK GLOVES 65c
\$2.25 LEATHER MITTS \$1.69
\$3.75 HORSEHIDE GAUNTLETS \$2.95
\$3.50 HORSEHIDE GAUNTLETS \$2.49
\$2.65 LEATHER GAUNTLETS \$1.95
\$3.00 AUTO GAUNTLETS \$2.39
\$7.50 AUTO GAUNTLETS \$6.35
\$6.50 AUTO GAUNTLETS \$5.35
\$4.50 AUTO GAUNTLETS \$3.69

Wegner Says He Isn't a Hero---But He's GAME

DOESN'T IT LOOK "UN-NATURAL?"

Winter O'Coats, Suits \$24.75

They "buried" this price in most stores two years ago—but there's been NO funeral at Wegner's. We've clung to this figure as a woman of 60 clings to 45, and wars, profiteers, strikes, earthquakes and landlords haven't prevented us from getting a houseful of \$24.75 Overcoats and Suits.

\$12.95 Buys Men's \$20 Wegner Suits. Overcoats \$18.40
\$14.75 Buys \$22.50 Men's Suits. Overcoats \$31.75
\$16.60 Takes Wegner's \$25.00 Suits. Overcoats \$39.25
Youth's \$20.00 Overcoats \$14.90

MEN'S \$30.00 NAVY AND WORSTED MEN'S SUITS, \$19.50.

\$46.00 New Belter Overcoat, nifty checks, swagger styles, brand new; just in; browns, greys and dark Ox fords.

HERE'S A DANDY SPECIAL OVERCOAT \$34.90

See the new Overcoats, Belters, in browns, greys and navys. Also form-fitting styles in swell chevviots.

It's Coming Saturday! 25c Grabs

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

SEE THE WEST WINDOW

No BLANKS. Don't open parcels in store—too much confusion. Buy as many as you like.

WEGNER'S - 120 DUNDAS ST.



At the Majestic for the last time today. Also a Harold Lloyd comedy "Count the Votes," a Victory Loan film, a special reel showing the Prince of Wales on tour, and Campbell Neen, the boy wonder, in songs.

WESTERN ONTARIO DELEGATES GUESTS OF LOCAL WOMEN

Those Attending Women's Institutes Convention Tendered Banquet.

About 300 Women's Institute delegates were the guests of the City of London at a banquet held for them at Smallman & Ingram's tea room last evening at 5 o'clock. The executive of the Women's Canadian Club acting as hostesses. The tables had been prettily decorated with autumn foliage, the head table being arranged to extend along the whole northern side of the room. A large representation from the Red Cross Association and city officials was present, as well as the executive of the Canadian Club. Miss Grace Blackburn acting as mistress of ceremonies. In the opening of the banquet, Mrs. C. R. Somerville addressed the gathering on behalf of the mayor, who was unable to be present.

Closer Contact Needed.

"When I spoke before a gathering of women's institutes at the beginning of the war I wondered what could be done to bring the women of the rural districts and the women of the cities into closer contact," she said, "and now, after the war is over and I again listen to your deliberations, I think that the question has been solved by our coming together on the question of saving the young life of the country. You are talking of making this one of your most important works and you know that we of the city are doing that too."

Mrs. Somerville referred to the I.O.B.E. hospital for sick children, shortly to be built in the city, making an appeal for help from country districts, whose children it will also serve.

Returned Men Need Help.

Col. C. M. R. Graham also had a message for the women, urging them to be patient with the men who have but lately returned from overseas, to get behind them and help them as they did during the period of war.

Mrs. Alfred Watt, M.A., founder of women's institutes in Great Britain, was another speaker, referring to the forming of the institutes in Great Britain during the period of the war she said: "It is the aristocracy of England who are the owners of the land. They are proud to live on the soil, and I sometimes wish that we of this country who live on the farms would hold our heads higher. We don't need to be ashamed of being farmers."

"It is a pleasure to see the growing co-operation between towns and rural districts. Antagonism between these two is one of the worst blots on a country's life. In England, women's institutes are kept in close touch with the towns by having in many market towns a women's institute centre, where there are rest rooms and a woman's exchange for the use of both country and town women.

Important Factor in Rural Life.

"The women's institutes have been one of the most important factors in rural life for some time, and now certainly in Ontario with the definite part which the farming community is taking in the national and political life, their importance will grow."

Addresses were also heard from Mrs. Wm. Todd of Grifflin, president of the Ontario Federation of Institutes, and the Rev. H. B. Ashby.

Among the local representatives at the banquet were Miss Grace Blackburn, Mrs. C. R. Somerville, Miss Slater, Mrs. Frank Leonard, Col. M. C. M. R. Graham, Rev. H. B. Ashby, Mrs. E. C. Bowker, Mrs. John Somerville, Mrs. C. H. Ziegler, Mrs. A. J. Cooper, Mrs. A. B. Greer, Mrs. Barry, Miss Teates, Miss McColl, Miss Harriett, Mrs. A. T. Edwards and Mrs. Gordon Philip.

TO ADDRESS MEDICOS—Professor McLeod, chief of the department of physiology at Toronto University, is expected to deliver a most interesting address this afternoon to the Western Ontario Academy of Medicine, on "Surgical Shock." The meeting is to be held in the Technical School and medical men anticipate much that is entirely new will be brought out by Prof. McLeod.