



WEGNER'S
The Heart of London Store.
TALBOT STREET,
Opposite Market,
Now being remodelled.

Here They Are!

Some of the Biggest and Most Interesting Bargains Ever Offered in London

Men's Suits

50 Sample Suits. Regular \$25.00, for \$18.50
\$35.00 Suits, for \$26.25
\$50.00 Suits, for \$37.75

Now Is the Time To Buy Raincoats

If there's one thing we can give real value in it is Raincoats, because we are wholesalers and retailers and always save our customers the middleman's profit. A mammoth purchase this week of over 250 Raincoats will be on sale. Every one a real bargain. At \$8.90 to \$24.65

BOYS' SUITS

\$9.00 Suits, for \$6.75
\$10.50 Suits, for \$8.49

Week-End Sale of Men's Pants

800 pairs of Pants at extra value; from the best makers \$3.50, \$4.25, \$4.65, \$4.95, \$5.95, \$6.95

FINE SHIRTS

A manufacturer's clean-up on Fine Shirts; over 100 dozen in this lot, neat blue, black and mauve stripes, sizes 14 to 17.
\$2.25 values, for \$1.69
\$1.65 values, for \$1.39

New Fall Hats

An opportunity to buy a regular \$5.00 Velour Hat at \$3.50
20 dozen Felt Hats, in all colors; \$3.00 value, for \$2.00
5 dozen Felt Hats, real value at \$2.00, makes a good hat for every-day wear, for \$1.00

SOCKS

50 dozen Socks. Regular 35c value, special 25c pair

500 Sample SWEATER COATS

A factory's clearance, all sizes and colors, with and without collars, at a big saving.

WEGNER CLOTHING CO.

THE HEART OF LONDON.
371 Talbot Street, Opposite Market.
Open Evenings.
The Real Live Store—Famous For Their Little Prices.



Diamonds

Loose and mounted stones.
Rings \$5.00 to \$500.00
Lavalieres \$15.00 to \$275.00
Earrings \$25.00 to \$250.00

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 1350. N. Stonehouse, Vice-Principal.

DON'T SUFFER WITH YOUR FEET!

Our graduate foot specialist will give you expert advice on any foot trouble absolutely free of charge. Let him help you.

COOK'S SHOE STORE

Thanksgiving Greeting Cards

Why not make your selection now while our stock is complete?

Hay's Stationery

London's Leading Stationery.

Eczema Quickly Disappears

when Kins-Haw is applied. No more torturing itch; no more sleepless nights; no more unsightly disfigurements. The skin becomes smooth and healthy. Kins-Haw if used according to directions will do all this for you.

FALSE ECONOMY OF CHEAP SPECTACLES.

Sight is too precious to trifle with. When buying Spectacles buy a good pair. We use perfect lenses. They cost a little more than the commoner kinds, but the difference in comfort is worth many times the difference in price. CHAS. H. FOSTER, DOCTOR OF OPTICS, graduate of Chicago College, is with JOHN A. NASH, My Jeweler, "where you will eventually buy" Perfect-Fitting Spectacles.

DON'T TRIFLE WITH A COLD

Use Taylor's Throat and Lung Balm, and cure it. 35c, 65c and \$1.20, at all 6 TAYLOR DRUG STORES

PICKLING

Cauliflowers, beets, tomatoes, cucumbers, onions, white and yellow; peppers, red and green; peppers, sweet and hot; dill, horseradish, celery.

MAIN & COLLYER Telephone 2831 P. O. Box 275. Oct. 13

Enlarged Portraits

Made in India Ink and Watercolor, Oval and Square Frames, Convex Glass. Store open Tuesday, Thursday and Saturday Evenings.

Agents Wanted. Vectis Manufacturing Co. 203 Wellington Street.

Special Introductory Sale of New Fall Millinery

At the new EAST END MILLINERY SHOP, where you can see a most varied assortment of smart Millinery. If you have not bought your Fall Hat, it will pay you to see our stock before purchasing.

Hats, regular \$8.00, \$4.95 | Hats, regular \$10, \$6.95
Introductory price

Smart Style Millinery Shop

702 DUNDAS STREET. EAST OF HYLE STREET.

WOMAN HONORED



Professor Carrie Derick, of McGill University, Montreal, who has been appointed an associate member of the Protestant committee of the council of public instruction of the province of Quebec, the first woman to have a say in the direction of Protestant education in Quebec.

WARDSVILLE SERVICES.

WARDSVILLE, Oct. 9.—Mrs. (Rev.) W. G. H. McAllister of Ridgetown addressed a largely attended meeting in the town hall Saturday evening in the interests of prohibition. The Rev. W. G. H. McAllister, M.A., of Ridgetown conducted successful anniversary services in the Methodist Church Sunday last. The Rev. Dr. Husser of the Methodist Church conducted anniversary services at Wallacetown Sunday last.

They Lent Their Voices To Edison

Anna Case, Julia Heinrich, Alice Verlet, Carolina Lazzari, Arthur Middleton, Thomas Chalmers, and many other equally famous stars have lent their voices to

EDISON

not as to a talking machine maker, but to Edison for him to Re-Creat. Every record that is made in the Edison laboratories is the same as the original performance; this has been proven in public over two thousand times by actual test.

Wm. McPhillips

THE MUSIC CENTRE, 238 Dundas St., London.

Thanksgiving

Is a day of special joy in the home blessed with a girl or boy. The feeding of children is a problem of worry to many mothers. We have many articles of proven value to help mothers rear stronger children.

WE SUGGEST FOR YOUR BABY OR PEOPLE WHO ARE ILL—

ZWIEBACK.

It is a Delicious Toast.

TEA RUSKS.

These Are Huntley & Palmer's.

NURSERY BISCUITS.

A Delight to All Children.

PREPARED GROATS.

We have both Robinson's and Brooks'. Mothers recommend both.

PREPARED BARLEY.

Robinson's—it satisfies.

ARROWROOT.

Ask for St. Vincent.

CALVES' FOOT JELLY.

A Very Nutritious Food.

LAZENBY'S FOODS.

A line that gives general satisfaction. It includes Potted Biscuits, Anchovies, Meats, Fish, Pickles and Relishes. Ask about them.

H. & P. BISCUITS.

We have several lines of Huntley & Palmer's Celebrated Biscuits.

KEELER'S MARMALADE.

A superior Marmalade you will enjoy. Order some. 4-lb. tin, \$1.15.

TELEPHONE ORDERS

Are as carefully filled as though you called personally and selected. Two Phones: 3051-3052.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.



The woman accustomed to wearing a high-cut lace shoe will do well to select this Black Kid Model.

\$10.00

Black Footwear

Much In Vogue

Recent demands for Women's and Misses' Black Lace Boots for street and dress wear are unusual, in the face of the present popularity of brown shades. Our custom of having frequent arrivals of new shipments is so conducted that this demand does not interfere with our ability to supply the latest accepted styles in Black Footwear.

Johnston & Murray

ST. THOMAS. LONDON.

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. CHILDREN'S RUNNING SHOES, 95c up. SAMUEL'S SHOE STORE, 290 Dundas Street, East of City Hall. Phone 6977. Open Evenings.

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.



Results From the Big STARR RED SEAL EFFORT Have Been Most Gratifying

The people of London have shown their appreciation of good music and quick, courteous service in a practical manner by enabling us to make this week a record-breaker on sales, and we wish to thank the many people who took advantage of our special drive. The STARR store, we hope, will always be the

VICTOR Headquarters For London How We Got the Stock

By wiring and telephoning daily to His Master's Voice, Limited, Toronto—from whom we received perfect service—we succeeded in living up to our claim to give our customers nine out of every ten records on their lists.

Our Stock

We maintain a thoroughly complete stock of all Victor Records at all times, and purchasers with large lists from time to time will be able to secure the complete selection here practically every time they call.

Our Facilities

We have a number of well-lighted, well-maintained demonstration rooms, in which to play records for music-lovers. We wish it understood that no obligation is entailed when you request to hear this or that record. We are here to please and to serve.

Our Staff

We believe we have gathered together a staff of loyal, courteous people, whose pleasure it is to work with us in a concerted effort to make your every visit to the STARR store pleasant and interesting. They aim, with us, to maintain the truth of our motto: "STARR and Service are synonymous."

Make It a Habit to Do Your Record Buying at the STARR Store

Bring in your lists or your single record requirements. We are centrally located, and do the biggest record business in Western Ontario—a success achieved by quick, courteous service.

The STARR Company of Canada

J. A. CRODEN.
265 DUNDAS STREET.

PHONE 2364.

W. D. STEVENSON.
CARS STOP AT THE DOOR.

THE PURDOM HARDWARE

124 Dundas Street.

Phones 2800-2801

Lowe Bros.' Paint—Chi-Namel Varnish—Yale Hardware—Pyrex Baking Ware—Wear-Ever Aluminum—Electric Vacuum Cleaners.



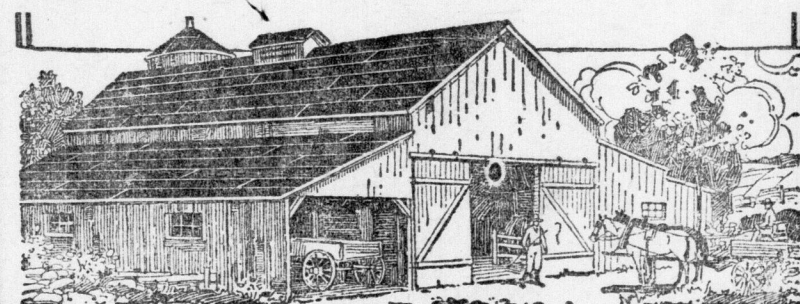
Sift your ashes and you will be surprised at the amount of good coal you would otherwise waste.

THE BANNER ASH SIFTER

is the best. It is absolutely dustless. Price \$4.50

"Everjet" Roofing Paint

is a black, thin, glossy paint. It prevents leaking of iron roofs and protects prepared roofing. Price \$1.25 gal.



"WEATHER KING" and "PAROID" ROOFING. Price \$2.50, \$3.00, \$3.50. Price \$3.50, \$4.00 per roll. Each roll contains enough to cover 100 square feet.



Grain Your Own Woodwork

with Chi-Namel. It is very simple. Enough material in a set to grain 100 square feet. It contains 1 quart ground color, 1 pint compound, 1 quart varnish, 3 brushes and graining tools. Price, complete \$4.75

For linoleum use, Chi-Namel Special Linoleum Varnish.

"King Cutter" X-Cut Saws, guaranteed, 5-foot \$4.00, 5½-foot \$4.50, 6-foot \$5.00 each.

Care of the Hardwood Floors

Use good floor wax, such as Old English, 75c lb.; Johnson's, 85c lb.; Ronuk at \$1.25 lb., Karoma at 60c lb.

Then use "Brightener," which is a liquid to harden the wax. This saves waxing your floors so often. Once used always used.



Perfection Oil Heaters, Price \$6.50

Coal Oil is cheaper than Coal at present. Perfectly safe and absolutely odorless.

The Purdom Hardware Co.

124 Dundas Street.

Phones 2800-2801.