



ANOTHER STORM OF  
BARGAINS AT THE  
HEART OF LONDON

**\$20,000**  
Stock of  
**Pants**

These Pants are selling  
fast. People are laying  
in a reserve; they appreciate  
the lower prices that Wegner  
offers.

**2 Big Lots**

For tall men, short men,  
fat men and thin men.

TABLE NO. 1,  
Pants, values up to \$6.50,  
for

**\$3.50**

Pants, values up to \$8.50,  
for

**\$5.00**

Don't buy Cottonade Pants  
when you can get tweeds,  
near worsteds and mixtures  
at the same price.

**SOCKS**  
85c values, 50c, or.....  
.....2 pairs for 90c

**50 Dozen Samples  
GLOVES AND MITTENS  
HALF PRICE**  
50c, 75c, \$1.00, \$1.25, \$1.50.

**50 DOZEN CAPS**  
To clear, from \$1.00 up to  
\$2.95.

**MUFFLERS**  
In brushed wool and silk,  
from.....\$1.39 to \$5.95

**SWEATER COATS**  
For \$2.69, \$3.69, \$4.95.  
Worth Double.

**MEN'S OVERCOATS**  
\$25.00 value for...\$12.50

**VELOUR HATS**  
\$5.00 values for....\$2.95

**FLEECE-LINED UNDER-  
WEAR**  
Garment.....88c

**OVERALLS**  
\$3.75 value for....\$2.95  
\$3.50 value for....\$2.50  
\$3.00 value for....\$1.95

**Boys' Suits**  
\$12.50 value for....\$9.25

**CHILDREN'S PULLOVER  
AND BUTTON SWEATERS**  
\$1.25 value for....79c

**ARM BANDS**  
75c value for....50c

**BRACES**  
\$1.00 value for....75c  
\$1.35 value for....95c  
Special lines for....50c

**HEAVY WOOL SHIRTS  
AND DRAWERS AND  
COMBINATIONS**  
From \$1.95 up to \$3.50.

**MEN'S WORK SHIRTS**  
From \$1.65 up to \$2.39.

**TIES**  
In fancy stripes...50c, 75c,  
\$1.00, \$1.25, \$1.49, \$2.50  
Special 50c Ties...3 for \$1

**RAINCOATS**  
\$19.00 value for....\$11.50  
\$22.00 value for....\$14.50

**Painters' and Plasterers'**  
White Overalls, in all sizes,  
Smocks to match, \$2.25  
value for.....\$1.69

You save 25c on every pair  
of Overalls bought here,  
because we are RIGHT in  
the Overall business.

**Wegner**  
Clothing Co.

The Heart of London,  
Famous For Their Little  
Prices.

371 Talbot Street, Opposite  
Market.

## STALE ADS ARE AS BAD AS STALE NEWS, DECLARES G. WENIGER

Told 2,000 Chicago Bicycle  
Dealers Secret of His  
Success.

SPENDS 3 PER CENT IN ADS

Newspaper Advertising Best,  
Makes Selling Much  
Easier.

Although with some Canadians it has  
become a habit to look to the United  
States for guidance in all things, this  
is not the case with George Weniger of  
the Bicycle and Motor Sales Company.  
In fact, he just reverses the procedure.  
His latest move along this line was to  
point out to 2,000 cycle dealers in con-  
vention at Chicago the value of news-  
paper advertising and the proper way  
to handle it.

So many bicycles have been sold in  
Canada and particularly in this section,  
that the attention of American  
dealers was attracted, and the National  
Dealers' Association invited him to  
their convention in Chicago to tell them  
how it was done. Incidentally they de-  
cided to spend \$20,000 in newspaper  
advertising throughout the next year.

Mr. Weniger told them that most  
bicycle dealers don't do enough adver-  
tising of the right kind. The first thing  
necessary was to get the right kind of  
advertising, he said. The next essen-  
tial was to do enough of it. Money spent  
in this way should not be regarded as  
an expense. It is an asset, an invest-  
ment, which pays bigger returns than  
money spent in almost any other way.  
He is now spending about 3 per cent  
of his gross sales in advertising. From  
this he secures sales which could not  
be obtained in any other way for three  
or four times the money.

Makes Selling Easier.  
It also makes selling easier since a  
large part of the educational work has  
been done when the customers enter  
the store. The practical result of this  
is that he handles with a comparatively  
small staff several times the amount  
of business otherwise possible. This  
fact makes for a larger profit and a  
small overhead percentage. The amount  
of money saved in this way on the sale  
of each bicycle more than offsets the  
amount spent in advertising to secure  
the sale. The more he advertises the  
more bicycles he sells. The more  
bicycles he sells the less it costs to sell  
each one.

Newspapers Best Method.  
Newspaper advertising, in his opinion,  
is the best method a dealer can use.  
There is nothing mysterious about pre-  
paring a newspaper ad he pointed out.  
The whole secret is in writing in a  
natural way, as a good salesman would  
talk.

"Don't try to use flowery language,"  
he advises. "Be sincere, practical, very  
clear and not too wordy. If possible,  
be the ad up with some up-to-date  
keeping the ad changed. A newspaper  
would not last long if it repeated the  
same piece of news several times in  
succession, and a stale ad is like stale  
news."

Many dealers neglect advertising on  
the plea that everybody in town knows  
them, anyway. This is a mistake. After  
months of advertising for many years,  
I commenced a house to house canvass.  
I found that out of 750 homes visited,  
500 did not know about my business.

This is the case with a strong adver-  
tiser, what? Col. E. S. Wigle, Windsor,  
Ont., Col. Oliver, Galt, Col. D. H. Leonard,  
London, Col. W. C. Cole, Brig.-Gen.  
H. A. Panet, G.O.C., Military District  
No. 1 and Lieut.-Col. F. B. Ware. Each  
officer representative of a different branch  
of the military work in his battalion.

**LONDON MOTOR CLUB**  
Will Receive Practical Demonstration  
of New Headlight Law Friday  
Evening, November 26.

G. A. Hodgson, president of the On-  
tario Motor League, and Professor A. T.  
Laine of Toronto will address the meet-  
ing of the London Motor Club members  
in the Y. M. C. A. Auditorium next  
Friday evening.

Professor Laine, who conducted the  
tests of the non-glare lenses for the de-  
partment of public highways, will give  
practical demonstration how to properly  
comply with the new provincial head-  
light law, which is to be strictly en-  
forced after the 1st of January.

Four reels of motion pictures of the  
Michigan Pike's tour through Ontario  
last summer will be shown.

**PURSE OF GOLD FOR  
SERGT.-MAJOR NANFAN**

Executive of I. O. D. E. Show Apprecia-  
tion of Work He Has Accomplished.

Sergt.-Major Nanfan was presented  
by the executive of the I. O. D. E.  
recently with a purse of gold as an ap-  
preciation of the work he has always  
done in connection with the band work  
for the order.

In 1915, while brigadier-sergeant-major  
of the 1st Battalion, Regt. Nanfan  
was presented with a drum major's  
staff.

Sergt. Nanfan, who lost his only son  
in France, though over age, enlisted in  
1915 with the 33rd, and proceeded to  
France with that unit. There, how-  
ever, his age stepped in and prevented  
him going to France, and he was re-  
turned to Canada, carrying a military  
instructor here until demobilization.

**CANADIAN WREATH IS  
LAST TO BE PLACED  
ON UNKNOWN'S GRAVE**

London, Nov. 19.—Canadian Associat-  
ed Press.—The last wreath to be  
placed upon the grave of the unknown  
soldier in Westminster Abbey was one  
composed of maple leaves, which was  
sent from Canada by the only surviv-  
ing winner of the Victoria Cross at  
Lacknow during the Indian Mutiny.  
Canon Westlake placed it on the grave  
as the last wreaths left the abbey. The  
grave has been sealed up.

## FIRE HALL PHONE NUMBER SHOULD BE CHANGED TO 100

Chief Aitken Declares Uni-  
versal Number Is Much  
To Be Desired.

Negotiations are under way by sev-  
eral cities in Canada to petition the  
Federal Government to have the phone  
number of the central fire halls made  
100. Fire Chief Aitken announced this  
morning. He said that he understood  
this city was doing the same.

"It would be much more convenient  
for every person if it was had an universal  
phone number for fires," said Chief  
Aitken. "Strangers and citizens could  
get their call to the station much  
quicker and would not have to look in  
the phone book or ask somebody for the  
number. Hardly any cities have the  
same fire number. Ours is 212, St.  
Thomas 40, Stratford 61, and Woodstock  
210."

**JOHN W. BRUCE IS LABOR  
FORUM SPEAKER TONIGHT**

Housing, Health and Sanitation Will Be  
Dealt With in Expert Manner.

"Housing, Health and Sanitation" will  
be the subject of an address delivered  
by John W. Bruce, general organizer of  
the Plumbers' and Steamfitters' Union,  
at the Labor Forum, 238 Dundas street,  
this evening. Mr. Bruce has become a  
specialist on housing problems due to  
his intimate connection with these mat-  
ters during the past few years. He  
comes directly to London from Ottawa,  
where he has been in conference with  
representatives of the building trades  
upon matters connected with house con-  
struction and apprenticeship regulations  
in the building trades. His address to-  
night is expected to cause vigorous dis-  
cussion at the Forum meeting.

Upon the request of the Labor Forum  
committee, the executive of the Central  
Veterans' Council have appointed three  
representatives to the committee. Their  
action will come up for ratification at  
the next meeting of the council.  
Dr. H. A. Stevenson, member for London,  
will preside over tonight's meeting.  
The Labor Forum committee is anxious  
to destroy the impression that the  
forum is only to provide educational  
facilities for male workers. The meet-  
ing of ladies were present when J. J. Mor-  
rison opened the Forum in October, and  
the larger number are expected to  
hear the Toronto labor leader.

**RED TRIANGLE NOTES**

The second oratorical contest for boys  
of the city will be held under the  
auspices of the Tuxis boys in the Y. M.  
C. A. Auditorium, Tuesday evening  
at 7:30 o'clock. Three prizes have been  
donated by local businessmen.  
The boys of the Tuxis group will have  
supper before the contest and then go  
to the Auditorium. All boys who are  
interested in public speaking and who  
are not members of the Tuxis group are  
invited.

Following are the names of the boys  
and the churches that will be repre-  
sented:  
Chalmers Presbyterian—W. Young,  
"Canada's Greatest Need."  
Talbot Street Methodist—Charles  
Foulkes, "Canada's Nation."  
Askew Street Methodist—C. Wells,  
"When I Grow Up."

Knox Presbyterian—Walker Oller-  
head, "The World's Greatest Need."  
Dundas Centre Methodist—Milton  
Walker, "London's Greatest Need."  
Hoodsons of the "Y"—Howard McFay,  
"It is Good to Be a Young  
Canadian."

Centennial Methodist—Harry Boylan,  
"The World's Greatest Need."

The "Comers" of the local "Y" held  
their first social evening, Thursday  
night in the Y. M. C. A., when over 50  
boys, ranging from 10 to 12 years of  
age, attended. This is the first social  
evening this class has had, and, judging  
from the interest shown, it will undoubt-  
edly be a meeting of the kind.

Rev. T. S. Roy addressed the Tuxis  
boys' group at the "Y" Thursday  
evening. He spoke of the importance of  
the boys' group and the work they are  
doing. The boys were most enthusiastic.

The Trail Ranger camp which was to  
have been held at Sage's farm on Sat-  
urday has been postponed owing to wet  
ground. The local work board an-  
nounced this morning.

**SIXTEEN DROWNED WHEN  
MOTOR BOAT TAKES FIRE**

Bangor, Me., Nov. 19.—Sixteen woodsmen  
were drowned in Chesuncook Lake,  
in the heart of the lumbering district,  
late Wednesday afternoon, when a  
motorboat took fire. The men were be-  
ing taken across the lake from Chesun-  
cook dam to Cuxabesset. Efforts to  
rescue the men were hampered by the  
large number of people on board, and  
according to word brought  
here today.

**GIFTS FOR PREMIER.**

London, Nov. 19.—Associated  
Press.—Melbourns' address stated  
that 220,000, including gifts from Eng-  
land, had been subscribed for William  
H. Hughes, the Australian prime minis-  
ter, as a testimonial and recognition  
of his public services during war and  
peace.

**A Healthful Drink  
With  
No After Regrets**

You are sure of satis-  
faction when you make  
your table beverage

**INSTANT POSTUM**

Tea and coffee drinkers delight  
in the change because  
of greater comfort, and  
the price is attractive  
because so moderate.

All the family will like  
the flavor of Postum  
At Grocers Everywhere

Canadian Postum Cereal Co. Ltd.

Windsor, Ontario.

## FUEL INSPECTOR FOR THE CITY

License Inspector J. W. Mc-  
Callum Mentioned For  
Position.

Appointment of a fuel inspector in  
London may be made within the next  
week, Mayor Little said today. Author-  
ity to appoint such an officer, or a fuel  
board, with similar powers was given  
by recent legislation, and it now rests  
with each community to make the ap-  
pointments. It is possible that License  
Inspector J. W. McCallum may be asked  
to assume the duties. He has acted in  
this capacity in previous years under  
the wartime restrictions and there-  
fore considered a good man for the po-  
sition under new regulations. If he is  
willing to take up the duties there will  
be no delay in making the appointment,  
the mayor said. Mr. McCallum is at  
present on vacation, but is expected  
back Monday.

If an appointment is not made in the  
meantime, the matter will be taken up  
at the next meeting of the city council.  
The fuel situation of the province of  
Ontario is likely to present a serious  
problem for the coming winter which  
can only be solved by the co-operation  
of all parties involved. The fuel ad-  
ministrators state in a letter to the  
mayor.

**ST. ANDREW'S CHOIR PUTS  
ON INGERSOLL CONCERT**

Excellent Program Given Under Lead-  
ership of Charles E. Wheeler.

The St. Andrew's Presbyterian  
Church choir, under their leader, Chas.  
E. Wheeler, went to Ingersoll last night  
and tendered a concert which was re-  
ceived with great enthusiasm. The con-  
cert was given in the Baptist Church  
under the auspices of the young men's  
club. The choir consisted of 22 mem-  
bers, and was led by Charles E. Wheeler,  
acting as chairman, and was the second  
concert given by the choir in Ingersoll.  
The program included several well-  
known choruses and part songs, such  
as "The Star of Bethlehem," "The  
Lullaby," "The Song of the Sower,"  
and "The Song of the Reaper." The  
program also included several very fine  
organ solos by Mr. Wheeler. The  
choir was well received by the women  
of the church, and the choir will  
give a concert in St. Mary's.

**LEGAL NOTICE SERVED ON  
LONDON CITY GAS COMPANY**

The following communications have  
been received by J. M. Donahue, city  
clerk, in connection with the fight which he is  
conducting on behalf of the citizens of  
London against the "service charge"  
which the London Gas Company have  
sought to impose on the citizens of  
London. J. M. Donahue, 401 Wellington street,  
Toronto, Ont.

Dear Sir—I hereby certify that the  
municipal council, at its last session,  
passed a resolution to the effect that  
the special gas committee,  
namely:

"That pending private action by the  
City Gas Company at the next sitting  
of the council, the clerk should be  
Mr. Donahue in respect to his letter of  
October 7, re appeal, that this com-  
mittee recommends no action by the  
council."

The Ontario Railway and Municipal  
Board, Toronto, Nov. 17, 1920.  
Dear Sir,

Murphy vs. City Gas Company  
(1920) 10 O.R. 100 (1920) 10 O.R. 100  
I have the honor to acknowledge the  
receipt of your letter of yesterday and  
enclosure, which have been considered  
by the board, and by direction of the  
board to the effect that the respondent  
deviser within ten days from the receipt  
of your notice a reply to the notice of  
application herein. I have the honor  
to be, your obedient servant,

J. M. DONAHUE, Secretary.  
Barrister, Etc.  
London, Ont.

The latter letter is in reply to Mr.  
Donahue's affidavit forwarded to the  
Ontario Railway and Municipal Board,  
in which he recited the circumstances  
of the case and gave the reasons as to  
the course of action already taken by  
the protesters against the proposed  
"service charge."

The notice ordered by the board was  
served on the City Gas Company with  
ten days in which to file their reply.

**FIFTY WORKMEN BURIED  
WHEN STEEL COLLAPSES**

Indianapolis, Ind., Nov. 19.—Fifty  
workmen engaged in erecting the steel  
frame of a three-story building at the  
Emory University School here, were  
buried beneath the mass of  
steel when the frame collapsed today  
this city. There at work. The persons  
are known to have been killed and  
thirty were injured.

**STEEL PRICES WILL  
REMAIN UNCHANGED**

New York, Nov. 19.—The United  
States Steel Corporation announced to-  
day its decision to recommend to pres-  
ident Elton S. Lingle that the firm  
"present base prices of all commodities  
continue in force unless and until it  
becomes necessary and proper to make  
changes to meet altered conditions."

**WINDSOR YOUTH IS  
REMAINED TO JAIL**

Harry Oxford Could Give No Satisfac-  
tory Account of Himself.

Because he could give no satisfactory  
account of himself Harry Oxford, a  
youth who claims Windsor as his home,  
was remanded to jail for a few days  
until the police can get into communi-  
cation with his parents. The boy said  
that he had come to this city to secure  
work, but had not been able to find it.

George Chanter colored left his horse  
tied to a broken wagon at Ottawa ave-  
nue and Adelaide street from 3 o'clock  
in the afternoon until 7 o'clock at night  
on November 15. Although it was cold  
the horse had no coverings. She carried  
a load of 200 lbs. of coal. She carried a  
load of 200 lbs. of coal. She carried a  
load of 200 lbs. of coal.

**U. S. REPLY TO BRITAIN  
TO BE SENT AT ONCE**

Washington, Nov. 19.—The United  
States reply to the latest British note  
relating to the British-French agree-  
ment on the Mesopotamian oil region  
will go forward probably within 24  
hours, it was learned here yesterday.

It is now receiving finishing touches in  
the state department, and is in reply to  
the explanation of the British Govern-  
ment of the terms of the agreement,  
which was called forth by a protest on  
the part of the United States when the  
British-French agreement became  
known. The United States objects to  
the monopolization of any products of  
a mandate territory by the government  
or governments holding the mandate.  
Unofficially it has been reported that  
the British-French agreement on Mesop-  
otamian oil does not prohibit other  
nations from participating in the de-  
velopment of the industry in Mesop-  
otamia. The text of the correspondence  
has not been made public.

**NEW GOVERNOR ARRIVES.**  
Halifax, N. S., Nov. 19.—The Can-  
adian governor, eight days from Livi-  
ngston, arrived in port last night and  
took up his quarters this morning. She carried  
a total of 1,864 passengers, of whom 239  
disembarked here. The remainder will  
proceed on the steamer Forny. On  
board was a party consisting of Colonel  
H. B. S. Cordux, C. B., C. M. G., the  
new governor of the Bahamas, Vis-  
count Exmouth and Captain Lowther,  
the new governor's aides, Mrs. Cordux,  
Miss Dunlop, her daughter and Miss  
Ada Fitzwilliam. Mrs. A. G. Kaplan,  
wife of a United States senator, is  
among the other saloon passengers for  
New York.

## CITY CLERK BAKER IS REAL BUSY MAN

Sweet Females Call Him by  
Phone All Day.

THEY ALL WANT TO VOTE

False Report Regarding Qual-  
ifications Necessary, Re-  
sponsible for Deluge.

City Clerk Sam Baker is the busiest  
man in the city today, and all on ac-  
count of a report that, about six thou-  
sand of the fair sex had been left off  
the voters' lists, but could still have  
their names inscribed there if they ap-  
pealed to the city clerk.

Ever since then Mr. Baker has been  
answering telephones at his house and  
at his home, and explaining to sundry  
duplications of suffrages that it was  
all a mistake.

Qualifications for voting at the next  
municipal election will be no different  
than for the past three years, he told  
them all. More women will be entitled  
to vote than in the past, but they will  
require the same franchise by a more  
complicated process than appealing to  
the city clerk.

The statutes now provide that where  
a woman is a joint owner or a joint  
tenant with her husband she is en-  
titled to a ballot. Any other citizen  
who desires his spouse to share  
with him the joys of participating in  
a municipal contest can get him lawyer  
and have him draw up a deed of his  
property with his wife as joint owner.  
She will then get vote on equal terms  
with him. Or if he is renting a house  
he can make his wife a joint tenant  
and she will receive the same enfran-  
chisement as himself. Unless this is  
done things will continue as in the  
past. Only the person listed as the  
owner of the property will be given a  
vote.

Many property owners have taken  
the trouble to enfranchise their wives  
in this manner but their number has  
not reached a total of six thousand.  
The ladies day will come when the  
lists for the parliamentary election are  
compiled. Every person over 21 years  
of age will be listed on that occasion  
which means that about ten thousand  
women's names will be recorded. The  
voting list compiled last year was in  
one part only "Those entitled to vote  
at the municipal election."

This year it was supposed to be com-  
piled in three parts: Those entitled to  
vote at municipal elections only, those  
entitled to vote at parliamentary and  
municipal elections, and those entitled  
to vote at parliamentary elections only.  
As this change was made after the  
compilation was commenced here, only  
the first two parts were drawn up. A  
general election is not anticipated be-  
fore there is time to make the third  
list.

All municipal offices will be open to  
women this year. Formerly the stat-  
utes read "male persons" and now they  
merely say "persons." This means that  
women can be nominated for the may-  
oralty and for the council.

**Continued From Page One**  
**DARING YOUNG THIEF**

of money as his, when they were pro-  
duced.

Also Robbed.  
W. J. G. Stewart, 243 Tecumseh ave-  
nue, stated that when he returned to  
his home at 10 o'clock on the night  
of the 16th he discovered that he had  
had unwelcome visitors during his ab-  
sence. He found that someone had  
stolen \$15 in cash, a complete outfit  
of clothing, a considerable amount of  
jewelry, a flashlight, a revolver and a  
gold watch, the whole of which was  
valued at \$400. He identified many ar-  
ticles produced in court as his, among  
them being an automatic revolver, and  
the watch. The face of the watch,  
which had a hunting-case, was torn  
from the hinges and the number had  
been scratched off.

On Wednesday Night.  
Frank Hornsby, 603 Matland street,  
said that his house had been entered  
on Wednesday night between 7 and 10  
o'clock, an overcoat and other clothing  
had been stolen along with a small  
sum of money. He identified the cloth-  
ing when it was produced. According  
to Sergeant of Detectives Earl, the  
clothing was found on the prisoner.

Although Hugh Wilkins, 41 Windsor  
avenue, had been away from his home  
only 45 minutes on Thursday night, his  
house was completely ransacked. The  
thief had gained entrance to the house  
by smashing a window in the back door  
with an empty milk bottle, and then  
undoing the lock. He put out a light  
which was left burning on the back ver-  
anda. When Mr. Wilkins entered the  
front door he heard the back door slam.  
He identified three pairs of gloves. He  
lost also \$25 and a bottle of Scotch  
whiskey which was not produced in  
court.

A Bold Thief.  
Strong, in the opinion of the local  
police, is the boldest thief captured in  
this city. He is a man of 35 years, and  
is the fact that he should remain in  
the city after making such a clean  
getaway. He had registered in the  
Harrison House under the name of  
Manchester. On Wednesday night he  
occupied Room 10, but on Thursday  
he changed to Room 4, which was on the  
second floor.

When the police raided his room he  
flashed a chair beneath the knob of  
the door and sat on the chair. When  
he refused to answer to the repeated  
calls of the police he opened the door  
and fled. He was followed by the  
officer, who ran down the stairs to the  
ground. Strong was seen to enter a  
taxi cab and drive away.

Before the door gave way Strong  
lifted one of the shades on the window.  
As he saw Constable McDougall below  
he knew it was useless to try and  
escape that way.

Strong is only a young chap. He  
claims 20 years as his age but he looks  
as if he might be 25. He is possessed  
with tremendous physical strength.  
His neck is very large and he has  
shoulders and chest. He is built much  
like a professional wrestler, and has  
an innocent looking face and one would  
hardly take him for a hardened crim-  
inal.

The prisoner claims Chicago as his  
home but no records could be found  
of the past. There were no copies of his  
finger prints in Ottawa.

As the result of several robberies  
committed in this city a few weeks ago  
he was sentenced to three years in  
Kingston. He escaped from the county  
jail when he was sent to the yard for  
some coal.

**ANOTHER EXTORTION  
CHARGE FOR BRINDELL**