

With Market Conditions as They Are Today, If Someone Offered You Eggs at Seventeen Cents a Dozen, Would You Buy?

Eggs at 17c Doz.!

That sounds absurd today, but we offer you the equivalent when we sell you NO-EG, a substitute for eggs. We ask you to come in and investigate now.

NO-EG Expert Demonstrator at Our Store

Use NO-EG in baking and cooking exactly the same as you would use eggs in all your recipes.

Candies, Puddings, in fact, anything that requires eggs. We ask you to come in and investigate now.

T. A. ROWAT & CO.

250 DUNDAS STREET. PHONES 3051, 3052.
PHONE ORDERS RECEIVE CAREFUL, PROMPT ATTENTION.

MEN'S SUIT and RAINCOAT SALE

Come early tomorrow and take advantage of these big values.

MEN'S SUITS.	RAINCOATS.
\$23.50 Suits for.....\$16.95	\$16.50 Coats for.....\$11.95
\$20.00 Suits for.....\$14.95	\$15.00 Coats for.....\$9.95
\$16.50 Suits for.....\$11.95	\$12.50 Coats for.....\$7.95
\$13.50 Suits for.....\$9.95	\$10.00 Coats for.....\$5.95

GIANT CLOTHING HOUSE

120 DUNDAS STREET. OPEN EVENINGS.
Look for the Big Arrow Sign and Name Over the Door Before You Enter
Wholesale and Retail Dealers in Raincoats. The Largest High-Class Workmen's Outfitters in Western Ontario.

MISS POOCOCKE'S SINGING DELIGHTED AUDIENCE

London has excellent reason to be proud of one of her talented daughters, Miss Merlyn Pococke, contralto, who sang last evening before a very much delighted audience in Wesley Hall. The many present who had heard her in recital some years ago, before she went to study in Chicago with Madame Sisti Samuels Macdermid, remembered that she had an unusual natural gift of voice. They expected development, but they were entirely unprepared for the treat afforded, the charm and poise of the young artist, the sweetness, warmth and sparkle of her voice, the fine command of it which she has achieved, and above all, the dramatic power of the singer, and the finish and style of her interpretations. Gladstone Paul, cellist, was the assisting artist, giving a musicianly rendering of "Adagio D. Major" (arranged by Squire), Mozart, responding also to an encore.

Admirable accompaniment work was done by A. D. Jordan.

STOP WORK AT PORT NELSON. HALIFAX, Oct. 4.—Work at Port Nelson on Hudson Bay terminals has closed for the season. During the summer there have been no supplies coming in on account of the shortage of tonnage and labor, so it is quite certain that there cannot be much progress made next summer.

TECHNICAL CLASSES POPULAR. The popularity of the evening technical classes is not waning in the city, judging from the advance registration. The workshops of the Technical School are equipped with the most modern machinery, and the instructors are master mechanics of many years practical shop experience. The evening technical courses for men and boys cover a wide range of occupations. All varieties of machine shop work are given, including tool-making, gear-cutting, oxy-acetylene welding, etc. The wood-working includes cabinet-making, carpentry and joinery, stair-building and roof-framing and building construction. Courses in plumbing and electrical work are also given. The draughting courses are extensive, including mechanical drawing, architectural drawing, sheet metal draughting, sign writing and general art courses. Shop mathematics connected with the various trades is also given. Men and boys who desire to better their general education may take courses in English and arithmetic. Registration will continue all this week in the Alexandra School, corner King and Colborne streets.

WEGNER'S



"The Heart of London"



TENTH ANNUAL 60 DAYS' SALE A BIG SUCCESS

Store crowded daily with enthusiastic customers who come from miles in every direction.

Knockabout Sweaters

Sixty-five dozen Sweater Coats, never sold as low; some of them good enough for better use. Prices.....\$1.50 to \$3.50

Suits.....\$12.50 to \$22.50	Hats.....\$1.50 to \$3.50
Overcoats.....\$12.50 to \$22.50	Caps......65c to \$2.00
Pants.....\$2.25 to \$6.50	Fur Caps.....\$7.50 to \$13.50
Sweater Coats.....\$1.95 to \$11.50	Fine Shirts......75c to \$2.00
Raincoats.....\$7.95 to \$14.50	Work Shirts......75c to \$1.75
Overalls.....\$1.25 to \$2.25	Gloves and Mitts 50c to \$5.00
Neckwear......25c to \$1.00	Socks......25c to \$1.00

Look for the big black and yellow sign opposite the market. Remember a dollar saved is a dollar earned.

WEGNER'S

THE HEART OF LONDON.

Opposite the Market. Open Evenings.
371 TALBOT STREET. PHONE 1849.

Purdom's Hardware

Purdom's Hardware

SEASONABLE GOODS AT REASONABLE PRICES

Monday, October 8, 1917, the price of the Eureka Electric Vacuum Cleaner advances to Eureka only.....\$44.50 Attachments.....\$7.00 Complete with attachments \$51.50
We have a few at the old prices, so get yours now.



Eureka Electric Vacuum

Old prices are:

Eureka only

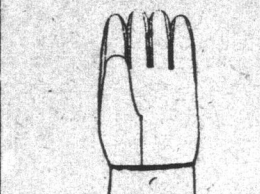
\$42.50

Attachments,

\$7.00

Complete

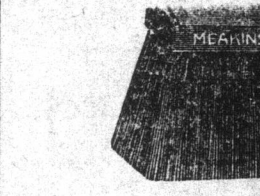
\$49.50



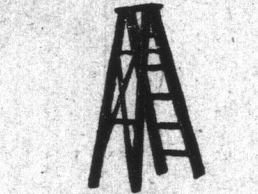
CANVAS GLOVES
Price, two pairs 25c



"Good Morning"
Alarm Clock. Price.....\$1.48



STABLE BROOMS
Just a few left at.....35c each



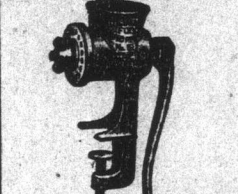
STEP LADDERS
Price.....85c up



ALUMINUM SAUCEPANS
Price, 1-quart size.....23c each



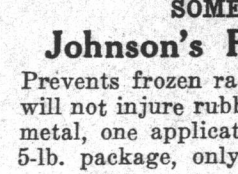
JOHNSON'S CARBON REMOVER
Make your engine run like new. Use Johnson's Carbon Remover. Prices.....\$1.00, \$1.75, \$3.00 Johnson's Liquid Wax. Price 50c, 75c



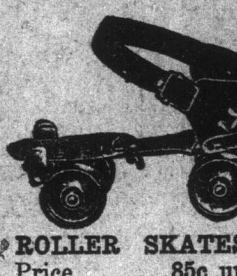
FOOD CHOPPERS
Price.....\$1.50 up



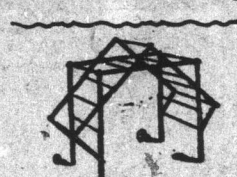
PERFECTION OIL STOVES
Will heat a large room quickly. Price.....\$5.00 up



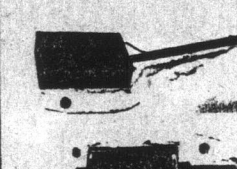
Johnson's FREEZE-PROOF
Prevents frozen radiators, will not evaporate, will not injure rubber, will not rust or corrode metal, one application sufficient for a winter. 5-lb. package, only.....\$1.75



ROLLER SKATES
Price.....85c up



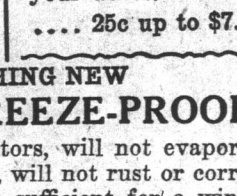
CLOTHES RACK
Will fold up. Price.....\$1.25 each



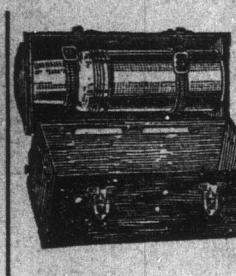
Stovepipe 60c length



Climax Wall Paper Cleaner.....\$3 for 25c



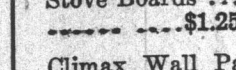
Wizard Polish for Furniture; 3 25c bottles for.....25c 2 50c bottles for 50c



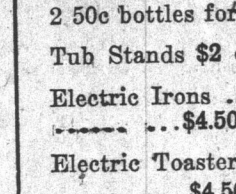
LUNCH SETS
Complete with vacuum bottle.....\$2.75 and \$3.50



HAND SAWS
Special saws, 26-inch at.....\$1.19



Stoveboards.....\$1.25 up



Climax Wall Paper Cleaner.....\$3 for 25c



Wizard Polish for Furniture; 3 25c bottles for.....25c 2 50c bottles for 50c

Tub Stands \$2 each

Electric Irons.....\$4.50 up

Electric Toasters.....\$4.50 up

LANTERNS
Every one guaranteed. Price \$1.25 up

THE PURDOM HARDWARE CO.

TWO PHONES, 2800, 2801—124 DUNDAS STREET.

W. B. HOLLAND CORNER YORK AND BURWELL. SATURDAY'S SPECIALS.

Ten pounds Granulated Sugar.....95c
Choice Apples, per bushel.....60c
Kerwood Creamery Butter.....45c
Ingersoll Cottage Rolls, per lb.....35c
Try our Confectionery and Ingersoll Sausage and Bacon.
PHONE 5629.

DIAMONDS

Diamond Rings from \$5.00 to \$350.00, including single Diamond Rings, three and five diamonds and many fancy settings in the newest designs. Exclusive designs in Necklets, Pendants, Bar Pins, Scarf Pins, Cuff Links, Tie Clips and Brooches.

C. H. WARD & CO.

Diamond Merchants and Jewelers.
386 RICHMOND STREET.
Phone 1084.



Thanksgiving Supper

And a very interesting one too. You'll be sorry if you miss it. Saturday at Peters, from 5:30 to 7:30 p.m.

Peters Cake Dept.

Is just brimming over with Thanksgiving special Luscious Pumpkin Pies, Pumpkin Tartlets, Fresh Juicy Peach Pies, Peach Tarts, etc. Order Early.

Peters - 2 - Shops

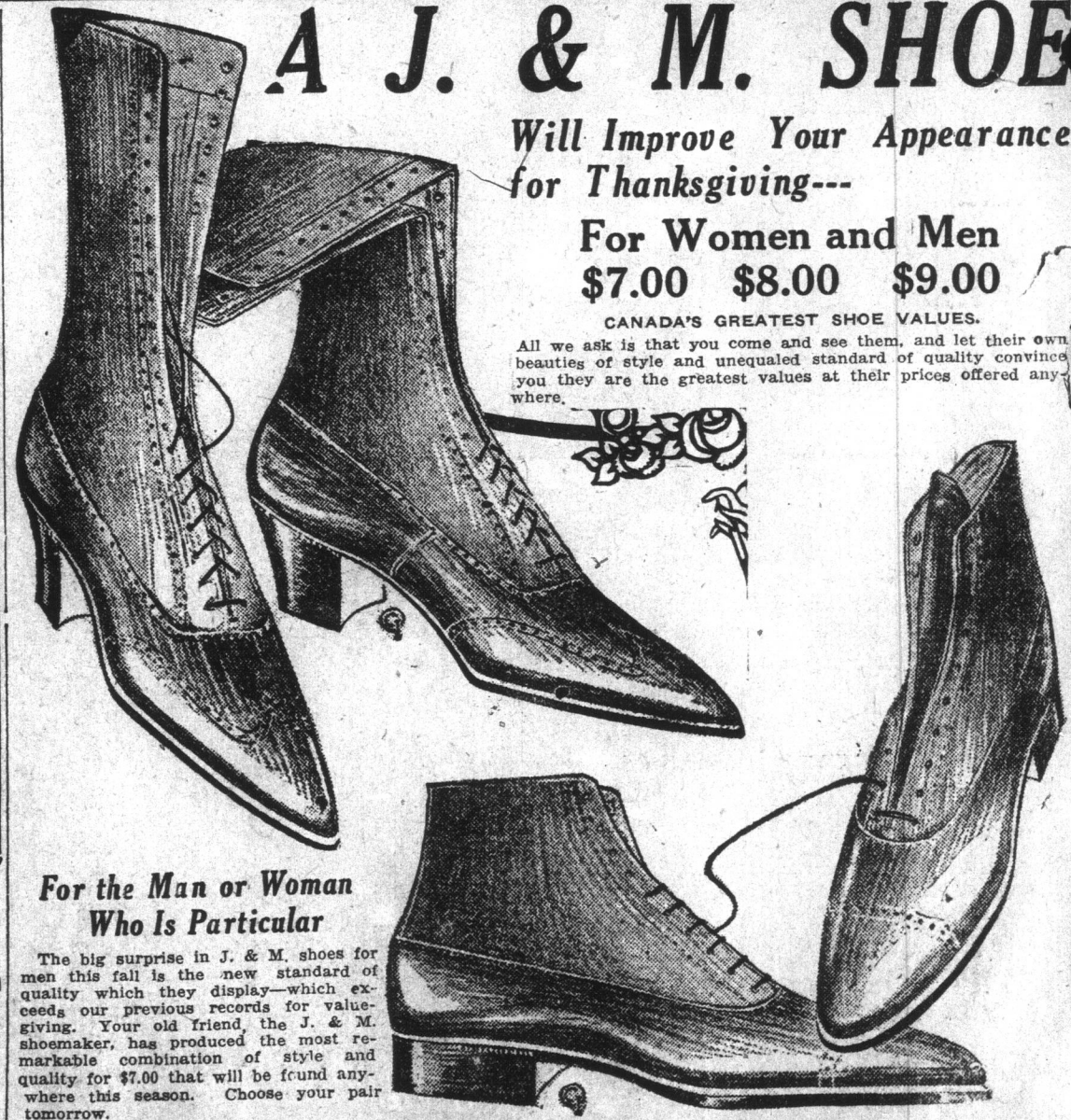
A J. & M. SHOE

Will Improve Your Appearance for Thanksgiving---

For Women and Men
\$7.00 \$8.00 \$9.00

CANADA'S GREATEST SHOE VALUES.

All we ask is that you come and see them, and let their own bearing of style and unequalled standard of quality convince you they are the greatest values at their prices offered anywhere.



For the Man or Woman Who Is Particular

The big surprise in J. & M. shoes for men this fall is the new standard of quality which they display—which exceeds our previous records for value-giving. Your old friend the J. & M. shoemaker, has produced the most remarkable combination of style and quality for \$7.00 that will be found anywhere this season. Choose your pair tomorrow.

JOHNSTON & MURRAY London and St. Thomas

BATTERY'S VETERINARY OFFICE—Veterinary Captain Gardiner Harvey, No. 1 Company, C.A.S.C., has been taken on the strength of the 6th Depot Battery at Guelph as veterinary officer.

'SQUARE DEAL' TAYLOR London's Greatest Cut-Rate Druggist.
6-RED STORES—6

Hard Wood ANDERSON
Phone 1381, 495 York St.

Ford SERVICE STATION.
OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP UNEQUALLED

Reliance Garage
Phones: Day 5318, Night 3168.
239 DUNDAS STREET. 7014

MACEY Office Desks, Chairs And Filing Cabinets

HAY'S Stationery
Phones 150 or 53.
173 DUNDAS STREET.



Here Are Values at
\$20, \$25,
\$30 and \$35

In Smart COATS and SUITS

Which will surprise you with their Quality
And delight you with their Style

Here—and here NOW—are the beautiful Fall effects that will be most in demand—Fabrics that will be favorites—Shades that well-dressed women will favor for this season's wear.

These special values in COATS AND SUITS include practically every smart style effect, in all wanted fabrics and colors. The sizes range from 14 Misses' up to 49 and 51, insuring a perfect selection for girls and women of every build—from the slight young miss to the woman of very stout figure.

Broader planning—a larger stock—a wider range of phenomenal values—these will entrench this store stronger than ever in the esteem and good-will of London's wisest shoppers.

By choosing your new outfit this week you will have the pleasure of wearing it on Thanksgiving Day. Prices are just as low as they will be after the holiday, and it will certainly pay you to purchase your new Suit or Coat now.

THE RAPHAEL-MACK CO.

"The Store of Popular Prices"

236 Dundas Street