

Rowat's Special Tea

Buy it when you want the best.
50c, 70c, 90c, \$1.10 per pound.
T. A. ROWAT & CO.

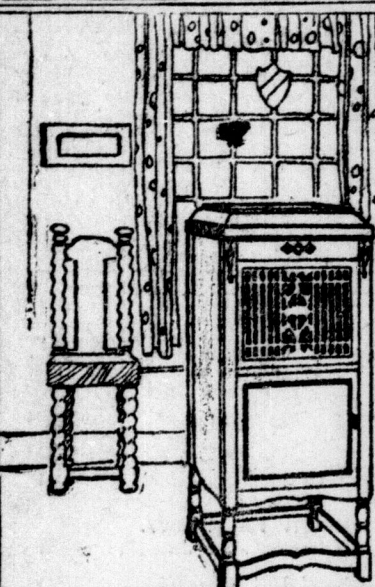


Diamonds

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.

Jacobean
1603-1649

The three potent influences in English furniture design during the reign of James the First were Italian, French and English. In the Jacobean cabinet of the NEW EDISON

"The Phonograph with a Soul" the Italian influence is reflected in the simply turned legs and flat stretchers. The French influence is to be observed in the grille, while the English design is apparent in the curved, moulded top and the applied ornamentation. Call and examine the "Phonograph Supreme."

WM. McPHILLIPS
THE MUSIC CENTRE.
238 Dundas St., London.

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.

Made-to-Order
Suits, Coats, Skirts

Make a selection now. Do not delay until the season is so rushed you must wait.
Have your things when you want them for the entire season. We guarantee to please.

Justrite Ladies' Wear

264 Dundas St. Phone 2814. xxv

Beautify and
Enjoy

What the landscape artist can do in the beautifying of gardens and grounds—the interior decorator can do with the new wall papers.

COLERICKS'

212 DUNDAS STREET. xxv

You Are Sure
of Correct Shoe
Styles Here

We are closely associated with the world's best makers and receive the newest styles as soon as they leave the designers' bench. We are exclusive agents for many of America's largest, specialty shoe houses. Come here for correct shoe styles.

Cook's Shoe Store

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. xxvi

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.
xxv Oct. 13

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.

at the Theatre

At the Majestic

Diving Girls Next Week.
Mack Sennett's famous beauties are to appear here in person on the Majestic stage next Monday, Tuesday, Wednesday and Thursday during the showing of Sennett's 1919 comedy sensation, "Jack Canuck in Berlin." In this, Sennett's greatest achievement in film beauty and comedy, he uses his entire company of beauties and comedians. Ben Turpin, Charles Murray, Ford Sterling, Marie Prevost, Phyllis Haver, Bothwell Browne, Chester Conklin, all of them, are in it, and then of course the beauties also appear on the stage.

"Comradeship," All Star British Special. According to the producers of "Comradeship," the English production which comes to the Majestic Theatre tomorrow, Friday and Saturday, the picture is not a single "set" in the entire offering. "Set" is a technical expression for the artificial representation of either an exterior or an interior. In most cases what appears to be a

hallroom or a magnificent mansion is merely a clever arrangement of scenery built for the purpose. However, in producing "Comradeship" the directors were able to find just the exact spots desired in one of the best known of the old English villages and all but a few scenes of the picture were made there. Among the genuine scenes that are pictured are those of Armistice Day in London.

At the Grand

Douglas Fairbanks, in "One of the Blood," the feature photograph starring Douglas Fairbanks and being shown at the Grand all this week, is the first of the "Big Four" productions and the most expensive feature in which Doug. has ever been starred. From every standpoint of production—settings, atmosphere, players and mechanical equipment—"One of the Blood" outshines anything that Mr. Fairbanks has heretofore attempted. This feature will be shown once only at evening performances immediately after the vaudeville, commencing at 9 o'clock sharp.

150 DUNDAS STREET.

PHONE 7068

W. H. TODD

SHOP OF FASHION-CRAFT
EXCLUSIVE MEN'S WEAR

Latest Arrival—An Excellent Range of Borsalino Hats.

For present everyday wear you will find these Gunmetal Oxfords are comfortable and serviceable

\$8.50

First and Last
Endurance

Endurance must be a predominant feature of Women's Service Shoes.

This doesn't necessarily mean the using of toughest of leathers, but it does mean these shoes must have carefully selected leathers and strong materials in their construction.

We are able to assure our customers of the unfailing satisfaction our service shoes give to their wearers.

Johnston & Murray

LONDON.

ST. THOMAS.



Snowwhite

Flour

Best for Bread,
Cakes and Pastry

THE EXPERIENCED housewife knows that good bread, cakes, biscuit, pastry, rolls, etc., are largely the result of good flour.

When you do all your own baking you want your efforts to meet with splendid success. SNOWWHITE FLOUR makes possible uniform results every baking day.

Besides, there's the delicious flavor in everything made with SNOWWHITE FLOUR.

The care we take in cleaning, testing and grinding the wheat insures the best quality of flour. Here's the secret of the goodness and uniform smoothness of SNOWWHITE FLOUR.

Order a trial sack. Satisfaction guaranteed. All good grocers have SNOWWHITE FLOUR.

T. Dexter & Son

LONDON.

PHONE 119.

London Thunders Approval and Unalterable Support for Wegner's \$110,000 Unloading Sale

SANDOW
SHIRTS

Blue Chambray,
Sizes 14 to 17½.
Special,

\$1.29

65c Black Cashmere
SOCKS

Special
THREE PAIRS FOR

\$1.00

Hat Special

Regular \$4.50 Men's
Fedora Hats, in all
colors.

\$2.95

Men's \$1.75 and \$2.00
Negligee
Shirts

Sizes 14½ to 18.

98c

MEN'S FLEECE
Shirts and
Drawers

All sizes. Hurry! Each

78c

Carhartt's \$3.75
HORSEHIDE
GAUNTLETS

Muleskin Cuff, reinforced thumbs, fireproof, waterproof, soft and pliable.

\$2.95

The Most Stupendous Shattering of Prices!

The voice of the people has been heard—spoken in tones of thunders volume—in determination of conviction, in support of Wegner's Unloading Sale.

THESE PRICES BRING A ROAR FROM THE PEOPLE!



Biggest SHIRT SALE

NOW IN PROGRESS

At Wegner's Unloading Sale.

Undoubtedly the greatest array of the GOOD, BETTER and BEST SHIRTS ever offered in London to critical buyers.

\$1.25 SHIRTS	98c	\$4.00, \$4.50 SHIRTS	\$3.25
\$1.50 SHIRTS	\$1.15	\$5.00 SHIRTS	\$3.95
\$2.25 SHIRTS	\$1.29	\$6.00, \$6.50 SHIRTS	\$4.85
\$2.50 SHIRTS	\$1.49	\$7.50, \$8.50 SHIRTS	\$6.85
\$3.00 SHIRTS	\$2.10	\$10.00 SHIRTS	\$7.65
\$3.50 SHIRTS	\$2.95	\$12.00 SHIRTS	\$8.95

75 dozen Men's \$2.00

WORK
SHIRTS

Strong, well made, all sizes. Hurry! Each,

98c

Boys' Knicker
Pants and
Bloomers at
Makers' Prices

Men's \$3.50

Silk Front
Shirts

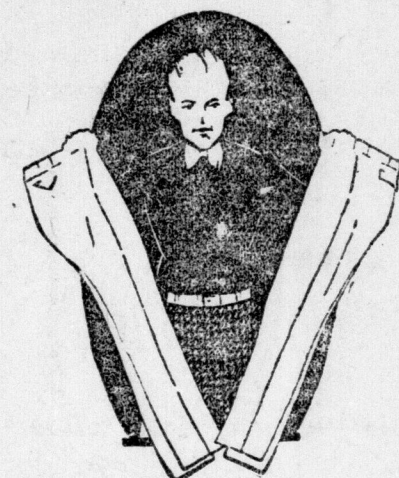
Sizes 14 to 16½.
Today, each,

\$1.95

Use the Mails

The hands, the pocketbooks of Western Ontario stretch forth to a smiling, grey-haired man—for Wegner is sure fighting the H. C. of L. The mightiest values yet!

1,500 Pairs Men's Pants



Wegner invites all men to this remarkable Pant Sale. Not a damaged or imperfect pair in the lot. Qualities the best. Kerseys, Cassimeres, Moleskins, Worsted, Serges, Tweeds, Navys. All from the best-known Canadian makers.

We expect to sell every pair this week, as the values are most unusual.

See our specials for general wear, \$2.95 and \$3.49. Worth 50 per cent more.

Our Entire \$5.00 Range Men's Pants	\$3.95	\$6.50 and \$7.00 Range Fine Pants	\$4.95
Blues, Tweeds and Worsted, \$7.50 and \$8 values	\$5.95	\$4.00 Khaki Pants	\$2.95
\$3.00 Cottonade Work Pants	\$2.65	\$9.00 and \$9.50 Best Trousers	\$6.95

VAST CROWDS PACK 120 DUNDAS STREET AND SHOUT OUT THEIR APPROVAL OF WEGNER'S EFFORT TO DEFEAT H. C. L.

Big Sale All-Wool
Cashmere
SOCKS

\$1.00 Qualities75c
\$1.25 Cashmere95c
\$1.50 Finest Socks\$1.15

Men's \$2.00
CAPS

Tweeds, silk-lined.
While they last,

95c

BUY
Laundry Soaps

Sunny Monday,
Sunlight,
P. & G. Naptha,
Gold Soap.

Twelve Bars \$1.00

Men's 50c Heavy Wool
WORK
SOCKS

(150 Dozen)
FOUR PAIRS \$1.00

15c
OLD DUTCH
CLEANSER

VERY SPECIAL
3 FOR 25c

Wegner's outthrust in a clasp of genuine reductions, store-wide, that does not falter or waver—as the entire \$110,000.00 stock is involved.

IT'S "SWEATER TIME"

Wegner makes the premier showing of Men's, Boys' and Children's Sweater Coats from every noteworthy Canadian maker. You'll find the trusty, true and tried brands here.

UNLOADING PRICES ARE THE RULE—Read the Prices.

Biggest Range Men's Sweaters in London

Wegner bought Sweaters at \$60.00 a dozen; he'd have to pay \$120.00 a dozen today. Let the Unloading Sale go on. Here you are:

Men's \$3.25 Sweaters, Coat	\$1.95	\$9.00 and \$9.50 Best Quality Ribbed Sweaters, in all colors, now	\$6.95
Men's \$4.50 Grey and Brown Coat	\$2.95	\$11.50 All-Wool Heavy Sweater Coats	\$7.95
Men's \$5.50 Wool Faced Coat	\$3.69	\$15.00 Heavy Robe All-Wool Sweaters, now	\$10.95
Men's \$6.00 Wool Pull-overs, now	\$3.95	\$13.50 All-Wool Sweaters, in Grey, Brown, Cardinal and Black, now	\$9.95
All \$7.00 Sweaters in every color or choice	\$4.95	Big assortment in Boys' and Men's Pull-over and Athletic Sweaters from	98c up
\$8.00 Range in complete sizes and color; best choice, now	\$5.95		

25c
Canvas
Gloves

HALF PRICE

2 Pairs 25c

SHOP
BY
MAIL

100 Dozen Best \$3.00

Overalls

Extra Heavy Quality.
All Sizes.

\$1.95

Wegner is bound to unbind the shackles of high prices which at present grips the entire world.

Bargains Again & Again Men's Overcoats and Raincoats

Wegner's prices are the "Big Noise" in Men's Suits and Overcoats and Raincoats. A \$50,000.00 stock to choose from. The finest from which to make your selection. Wegner's Unloading Prices are the next best feature to the STYLE, SERVICE, MATERIALS.

Mail orders filled same day as received.

Save \$10.00, \$12.00 and \$15.00 on your Suit, Overcoat or Raincoat.

All \$22.50 Men's Suits	\$15.90	\$20.75 Buys our \$27.50 O'coats.	
\$50.00 Navy All-Wool Suits	\$37.75	\$22.50 Raincoats are	\$16.65
\$35.00 Finest Cassimere Suits	\$24.90	New Moleskin and Leather Raynsters are reduced from \$40.00 to	\$29.50
\$27.00 Buys our \$38.00 O'coats.			

EXTRA!
25 Dozen Only Reg. \$1.25
BLACK AND WHITE
STRIPE WORK
SHIRTS
Unloading Price,

69c

Reg. \$2.50 Heavy Blackhide
WORK SHIRTS
Sizes 15 and 15½ only; very strong, fast colors, double stitched. While they last,

\$1.19

BUY FLANNELLETT
BLANKETS
AT MILL PRICES
(White and Grey)
10-4 SIZE, \$2.65
11-4 SIZE, \$2.95
12-4 SIZE, \$4.00
Limit 3 Pairs to Customer.

\$1.29

Buy Them by the Half Dozen!
100 dozen \$2.25
DUFFERIN NEGLIGEE
SHIRTS
All coat style, good patterns, best quality French percales; sizes 14 to 16½. Very special,

\$1.29

EXTRA!
90 Dozen Regular \$2.50
NEGLIGEE SHIRTS
Finest quality, all coat style, standard makes; sizes 14 to 18. Unloading price,

\$1.49