

WEGNER'S (THE HEART OF LONDON) BIG "MADE-IN-CANADA" WEEK SALE

WAR EXTRA

Wegner's Ten Days' War on Prices of Foreign Made Goods

ONLY CANADIAN MANUFACTURED CLOTHES—OVERCOATS, PANTS, OVERALLS, RAINCOATS, WORK SHIRTS, WORK APRONS, GLOVES, MITTENS, UNDERWEAR, SWEATER COATS, FANCY SHIRTS, HATS, CAPS, COLLARS, NECKTIES, MUFFLERS, UMBRELLAS, FUR-LINED CAPS, FUR COATS, SUSPENDERS AND HOSIERY ARE SOLD AT "THE HEART OF LONDON." IN ORDER TO GIVE THE PEOPLE OF LONDON AND WESTERN ONTARIO STRICTLY CANADIAN MANUFACTURED ARTICLES AT PRICES FAR BELOW WHAT ANY FOREIGN MADE ARTICLE CAN BE SOLD AT, WE ARE PUTTING ON THE FOLLOWING SALE.

WAR EXTRA

We Sell Nothing But Goods Manufactured In Canada By Canadian Workingmen

Made-in-Canada Suits

Lot 1—27 Suits, tweeds, up to \$7.50 value, for \$4.69
Lot 2—200 Suits, tweeds and worsteds, up to \$13 value, for \$7.69
Lot 3—150 Suits, worsteds, including blacks and blues, worth \$18.00, for \$11.69

Made-in-Canada Overcoats

Lot 1—35 Overcoats, up to \$11 value, for \$6.69
Lot 2—45 Overcoats, up to \$18 value, for \$9.95
Lot 3—35 Boys' Overcoats, up to \$7.50 value, for \$3.69

Made-in-Canada Pants

Lot 1—15 dozen Pants, up to \$1.25 value, for 89c
Lot 2—10 dozen Pants, up to \$1.50 value, for \$1.17
Lot 3—18 dozen Pants, up to \$2.00 value, for \$1.49
Lot 4—14 dozen Pants, up to \$2.25 value, for \$1.69
Lot 5—12 dozen Pants, up to \$3.00 value, for \$2.25
Lot 6—8 dozen Pants, up to \$3.50 value, for \$2.69
Lot 7—9 dozen Pants, up to \$6.50 value, for \$3.69

Made-in-Canada Hard Hats

Lot 1—45 dozen, up to \$3.50 value, for \$2.00
Lot 2—18 dozen, up to \$2.50 value, for \$1.00

Made-in-Canada Soft Hats

Lot 1—50 dozen, up to \$3.50 value, for \$2.00
Lot 2—22 dozen, up to \$2.50 value, for \$1.00
Lot 3—Odds and ends, to clear up at 79c

Made-in-Canada Work Shirts

Extra Heavy H. B. K. Shirts, \$1.50 value, for \$1.25
H. B. K. Work Shirts, worth up to \$1.35, for \$1.25
H. B. K. Work Shirts, worth up to \$1.10, for \$1.00
Big B. Work Shirts, extra good, worth 95c, for 75c
Walker's Work Shirts, navy blue and light blue, up to 85c value, for 75c
Regal Shirts, made in London, double-stitched, big bodies, worth up to \$1.10, for \$1.00
Regal Shirts, worth up to 85c, for 75c
Regal Shirts, worth up to 75c, for 50c
Miscellaneous lot, 85 dozen, up to 65c value, for 39c

Made-in-Canada Caps

87 dozen, divided into lots as follows:

Lot 1—Corduroy Caps, with fur bands, worth up to \$1.50, for 25c

Lot 2—All Fur Band Winter Caps; blacks, blues, fancy tweeds; up to 75c value, for 50c

Lot 3—All Fur Band Winter Caps, up to \$1.00 values, for 75c

Lot 4—All Fur Band Winter Caps up to \$1.50 value, for \$1.00

Lot 5—Aviator Caps, woolen, all shades, silk-lined; the latest thing; great for driving. Up to \$1.50 value, for \$1.00

Aviator Caps, woolen, without silk lining, up to \$1 value, for 75c



Made-in-Canada FANCY SHIRTS

Lot 1—Silk Shirts, 3 dozen, worth up to \$4, for \$1.95

Lot 2—65 dozen Dufferin Shirts, soft collars and cuffs; up to \$2.25 value, for \$1.50

Lot 3—Dufferin Shirts, up to \$2.00 value, for \$1.25

Lot 4—Dufferin Shirts, up to \$1.50 value, for \$1.00

Lot 5—Crescent Shirts, up to \$1.50 value, for \$1.25

Lot 6—Crescent Shirts, \$1.25 value, for \$1.00

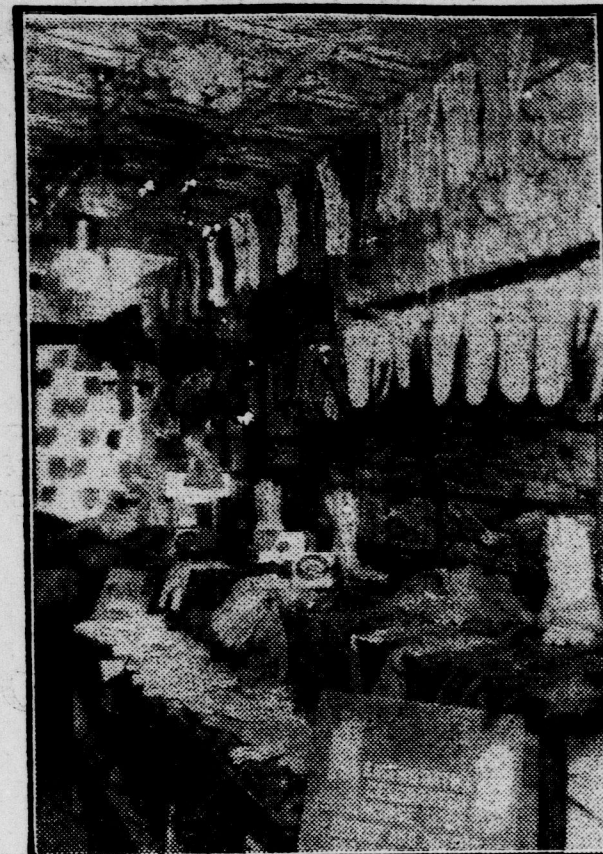
Lot 7—Crescent Shirts, \$1 value, for 75c

Lot 8—Crescent Shirts, 75c value, for 50c

9 doz. Boys' Shirts

worth up to 75c, for

49c



Glove and Mitten Department at the Heart of London—the largest in Western Ontario

Made-in-Canada Sweater Coats

Lot 1—Up to \$6.50 value, for \$3.95

Lot 2—Up to \$4.50 value, for \$2.95

EXTRA SPECIAL—65 dozen Sweater Coats, without collars, up to \$1.50 value, for 95c

Made-in-Canada Braces

75 dozen B. and S. Suspenders, well made, 25c and 50c pair.

Made-in-Canada

Gloves and Mittens

Lot 1—Up to \$1.50 value, including all kinds, \$1.00

Lot 2—Up to \$1.00 value, including all kinds, 75c

Lot 3—Up to 75c value, including all kinds, 50c

Made-in-Canada Neckties

100 dozen Neckties up to 50c value, for 25c

Made-in-Canada Underwear

Penman's all wool, heavy ribbed, \$1.25 value, for \$1; \$1.00 value for 75c
Stanfield's, black label, heavy ribbed, \$1.75 garment; blue label, \$1.50 per garment; red label, sizes up to 50, \$1.25 garment.

Stanfield's unlabelled, \$1.00 per garment.

Stanfield's Combinations, heavy ribbed, per suit \$2.50

Stanfield's Medium All-Wool Combinations, all sizes, suit \$2.50

Fleece-lined, two solid cases, all sizes, worth 50c. Sale price, garment, 32c

Boys' Fleece, extra heavy, sizes 24 to 30, worth 40c, for 29c

MADE-IN-CANADA OVERALLS

BIG B OVERALLS AND SMOCKS.—Roomy, good materials; one of the best we handle; black, with bib, \$1.10 value, for \$1.00

BIG B OVERALLS, blue stripe, \$1.10 value, for \$1.00

Black Overall Pants, \$1.10 value, for \$1.00

BIG B Cottonade Pants, \$1.10 value, for \$1.00

BIG B Carpenters' Aprons, 35c value, for 25c

RAILROAD SIGNAL OVERALLS.—Union-made and made good. Blue and white striped for 95c pair. Black and blue plain for 95c pair.

REGAL OVERALLS.—Blue and white stripe, \$1.10 value, for \$1.00

PEABODY'S OVERALLS.—Regular value, \$1.10; for 98c

WALKER'S RAILROAD OVERALLS.—Known all over Canada; all sizes up to 52-inch waist. Blue and white stripe, also black and plain blue. Per garment \$1.25

BE LOYAL

Buy Made-In-Canada Goods
At WEGNER'S
The Heart of London



Canada for Canadians

Prosperity Is Mutual. Patriotism Always Pays

Wear Kitchen's
"Railroad Signal"
Overalls

CANADIAN MADE
ARTICLES BEING
ADVERTISED NOW

Mr. C. P. Wegner Carries
Largest Advertisement in
Advertiser That Has Ever
Appeared in London.

DESERVES CREDIT

Is Selling Only Goods Made
in Canada by Canadians at
Sale Prices for Next Ten
Days.

A magnificent advertising
exposition of the "Made in
Canada" propaganda appears
on this and accompanying
pages. In the first place, the

advertisements appearing in
this special "Made in Canada"
constitute the largest space
ever used by a London adver-
tiser. The Advertiser believes
that it is a wonderful testi-
mony to the force of advertis-
ing in a good newspaper, a
fact which has come home with
great force to manufacturers
within the last few months.

Advertising spells quality. A
man cannot advertise a fine
article and give in its place a
shabby one. He may try the
trick once or twice, but his ad-
vertising pledges must be kept
if his business is to grow, or
even to remain as it is. Adver-
tising also spells quantity. The
more an article is advertised,
the greater the production, and
the more perfected and im-
proved the product.

Today the manufacturers of
Canada are realizing that to

make Canadians give their
best known products, adver-
tised day in and day out, have
come to be household words.

Therefore, today, a sentiment
for manufacturers' advertising
in newspapers is being created.
The manufacturer wants to
reach the buyer. In many lines
he has done so, but in others he
has neglected to do so. There
are many lines advertised in
the accompanying pages, the
names of which will be more
familiar to Advertiser readers
because of the "Made in Can-
ada" display. And articles man-
ufactured in all lines of trade
will soon be on the lips of the
public, just as many of the

best known products, adver-
tised day in and day out, have
come to be household words.

Is not this the best form of
"protection" that Canadian
manufacturers can have? If
they will make an article just
as good as an imported article,
at a reasonable price, and with
the advertised quality known to
every one, there will not be
much need for tariff walls.

Such a display as today's
helps to keep up business faith.
It is good for Canada. It is good
for London. It helps to keep
the wheels running. The Ad-
vertiser is proud of it.

Mr. Wegner is indeed a pro-
gressive merchant, and should
receive considerable commen-
dation for his enterprise in go-
ing to the people of London and
district with this magnificent
display of patriotic advertising.

Union Made and Made In
Canada

Nothing is lacking. Their reputation has been made
by their Comfort, Durability and Good Appearance.



Sold In London at

The Heart of London
AND
THE GIANT CLOTHING HOUSE

371 TALBOT STREET.

C. P. D. WEGNER, PROP.

120 DUNDAS STREET

Two Doors West of
Purdum Hardware

THE HEART
OF
LONDON