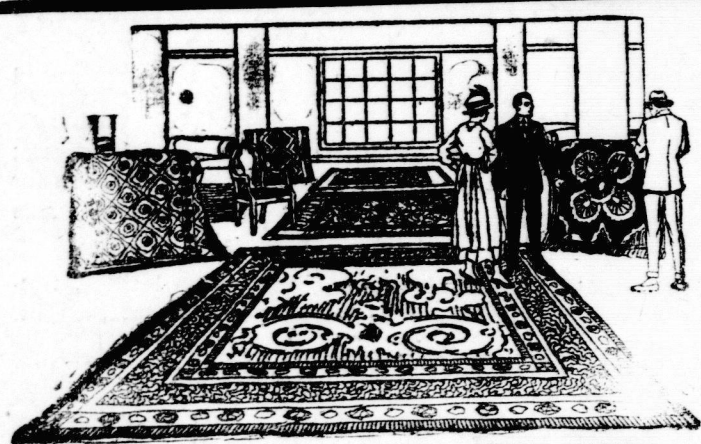
ORIGINAL
PRICES

Great Price Reduction Event

GREATLY
REDUCED
PRICES

The second day of our sale is replete with bargains that almost overshadow those of the first day, but don't imagine that the goods listed on this page includes everything we have at special prices. Some of our best values are still waiting their turn to be advertised, and it is the part of wisdom to give us a visit and select the articles you require without waiting for them to appear in the paper, as many lines will be sold out long before we have the opportunity to advertise them. Should you desire to purchase on our convenient club plan you may without any extra cost to yourself. A few dollars down will deliver any article to your home, while a dollar or so every week quickly pays the balance.

The Red Price Cards

TELL A STORY OF WONDERFUL SAVING.
FOLLOW THEIR TRAIL.

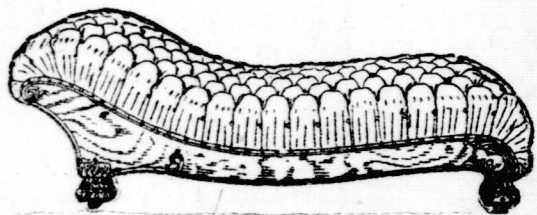
RUGS!

For Every Room in the Home At Very Special Prices

Our entire stock of Rugs is included in this special, at reductions of from 25 to 50 per cent. off. The following are only a few picked at random. We have hundreds more in stock at equally low prices from which to make your selection. No matter what color, size or room you need a Rug for, you will find something to suit in our stock.

Size.	Grade.	Regular Price.	August Sale Price.
3x4	WILTON	\$135.00	\$83.00
3x3 1/2	WILTON	110.00	77.00
3x3	WILTON	97.25	68.00
3x3 1/2	AXMINSTER	92.50	64.75
3x4	AXMINSTER	80.00	56.00
3x4	BRUSSELS	67.50	47.25
3x3 1/2	BRUSSELS	59.00	41.30
3x3	BRUSSELS	52.00	36.40
3x4	TAPESTRY	54.50	38.15
3x3 1/2	TAPESTRY	50.00	35.00
3x3	TAPESTRY	35.50	24.85

Smaller Sizes in Proportion.

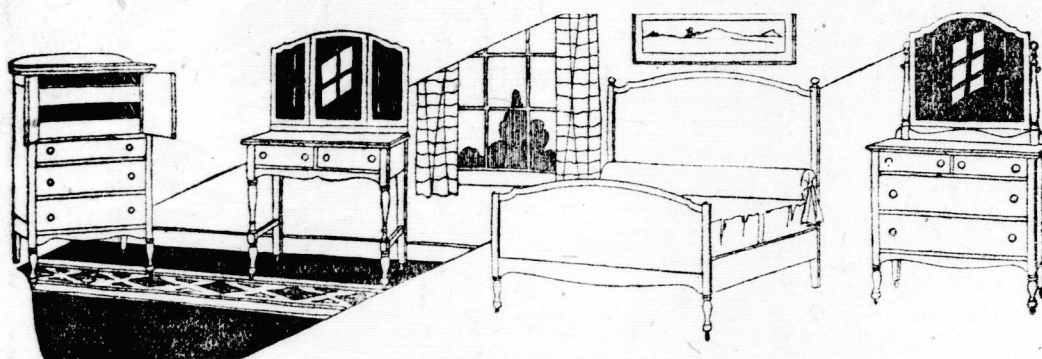


Comfortable Couches Almost Half Price

GREEN VELOUR COVERED COUCH, regular \$20.00, August Sale	\$13.35
TAPESTRY UPHOLSTERED COUCH, regular \$36.50, August Sale	\$24.35
BROWN ART LEATHER UPHOLSTERED COUCH, regular \$27.50, August Sale	\$18.35
BLACK FABRICOID UPHOLSTERED COUCH, regular \$30.00, August Sale	\$20.00

Any of the above Couches delivered on payment of only \$2.00, balance \$2.00 weekly.

TAPESTRY UPHOLSTERED COUCH, regular \$21.00, August Sale	\$14.00
BROWN ART LEATHER UPHOLSTERED COUCH, regular \$40.00, August Sale	\$26.65
BROWN ART LEATHER UPHOLSTERED COUCH, regular \$32.00, August Sale	\$20.35
TAPESTRY UPHOLSTERED COUCH, regular \$20.00, August Sale	\$13.35



Three Charming Bedroom Suites At Greatly Reduced Prices

\$225 Ivory Bedroom Suite

\$165.00

A Beautiful Suite, consisting of the Dresser, Chiffonier, Dressing Table, Bed, Bench and Rocker, in a real dainty design, and built from the very finest of seasoned materials. Can be purchased in separate pieces if desired, at correspondingly low prices. \$50, first payment, delivers it to your home on the Club Plan.

\$400 Walnut Bedroom Suite

\$295.00

A choice Suite, containing the Dresser, Chiffonier, Dressing Table, Bed, Bench and Rocker. Built by expert workmen and well finished, in the very newest design. Solid walnut construction. No gum or veneering. \$75.00, first payment, delivers the six pieces to your home; \$5 weekly pays the balance.

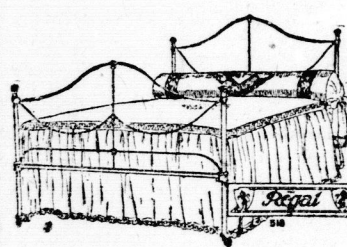
\$385 Mahogany Bedroom Suite

\$265.00

For those who prefer mahogany, this is a most desirable Suite. Contains the same number of pieces as the two other suites listed. Guaranteed as to the materials used in the construction and for workmanship.

ALSO SOLD ON THE CLUB PLAN, IF DESIRED.

WHITE ENAMEL BEDS



In any of the standard bed sizes (3 ft., 3 ft. 6 in., 4 ft., 4 ft. 6 in.) The design is similar to that shown in our illustration, but is a little heavier in appearance. Posts are finished with a brass cap. Regular price \$9.50.

Club Plan \$1.00 First Payment and \$2.00 Weekly.

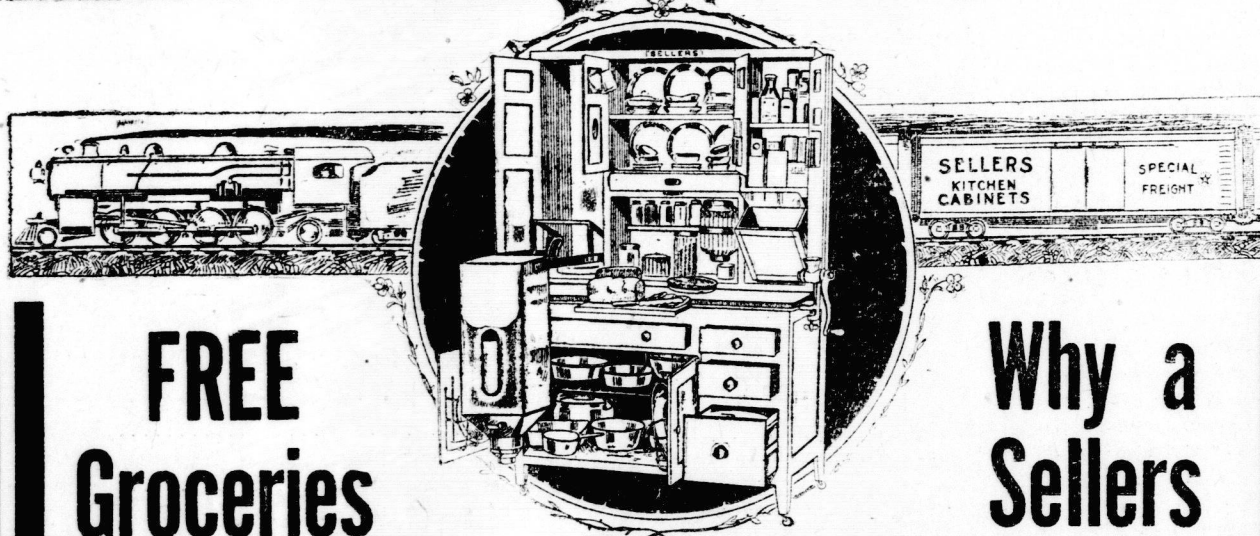
\$6.45

Something Real

Special



CARLOAD OF SELLERS KITCHEN CABINETS



FREE Groceries

Given away with every Cabinet sold during this sale:

- 1 Jar Sweetheart Peanut Butter
- 1 Package Corn Flakes (London).
- 1 Tin Cowan's Cocoa.
- 1 Bag Purity Flour.
- 1 Bag Purity Oats.
- 1 Bar Pearl White Soap.
- 1 Tin Comfort Lye.
- 1 Package Handy Ammonia.
- 1 Comfort Premium Catalogue.
- 1 Neal's Wrapped Loaf.
- 1 Jar Welch's Grapelande.
- 1 Tin Dominion Tomato Soup.
- 1 Cake Ivory Soap.
- 1 Coupon for the Story of Crisco and Recipes.
- 1 Package Rinso.
- 1 Package Manning's Wonder Washing Tablets.
- 1 Tin Sweetheart Baking Powder.
- 1/2 pound Banquet Tea.

\$1

DOWN
Delivers Cabinet and Groceries

\$2 Weekly

Pays the Balance

Why a Sellers

BECAUSE the Sellers has 15 features not found in any other make of cabinets.

BECAUSE the Sellers has every good feature found in all good makes of cabinets.

BECAUSE it saves time, labor, worry and money to the housewife.

BECAUSE the Sellers has never been so low in price as now.

BECAUSE the terms are most generous.

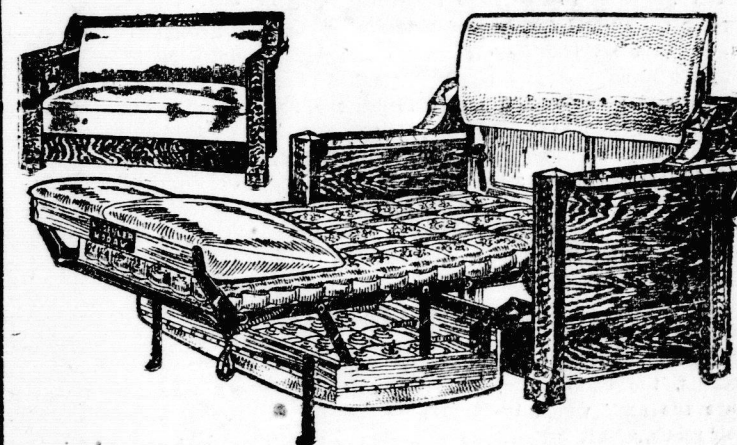
BECAUSE the Sellers is made in Canada.

Even if you have a Cabinet come and have one of the expert factory representatives demonstrate this Wonder Cabinet to you.

Baby Carriages Half Price

Fire destroyed the factory adjoining the Lloyd's baby carriage warehouse, in Orillia. Some of the carriages in this warehouse were slightly damaged by smoke and some escaped damage entirely. We purchased the entire stock, however, at half price, and considered we had performed a wonderful piece of business for the people of London.

Everyone knows all about the strength and beauty of the Lloyd Baby Carriage, and everyone knows that the regular prices run from \$70.00 to \$95.00, but for this sale the prices will be from \$35.00 to \$47.50, and on our club plan, without any extra charge.



Prepare For Your Exhibition Guests

Kroehler Divanettes

Solid oak frame, fumed or golden finish, tapestry or art leather, upholstered back and seat. Complete with an all-felt mattress. Regular price \$70.00....

SPECIAL TERMS, \$10.00 FIRST PAYMENT. BALANCE \$2 WEEKLY.

\$59.50

THOMAS