

Western Fair Exhibits Worthy of Attention

Our Great Style Display and Fashion Presentation

Await your inspection and approval at our exhibit space in the Manufacturers' Building.

MODISH FURS

AND
Ladies' Stylish Ready-to-Wear

Constitute a showing of attractive apparel that reflects the latest decrees of the world's designers. Don't fail to see this fascinating array.

Established 1885 **ROSS** Limited 1885

Splendid Exhibits Draw Large Crowds at Fair

CALORIC FURNACE.
The Caloric Furnace Company, Limited, London, office 366 Hamilton road, factory Bathurst street, successors to the Monitor Stove Company, Limited, Toronto, having purchased the Canadian interests of that company, has on display in the Manufacturers' Building a number of furnaces, both pipe and pipeless. The last April from Toronto, and intend to stay here. They have 20 men on the staff, and will employ between 40 and 45 hands during the coming year.

W. J. Shibley is the president and sales manager of the company, while James H. Bull is secretary-treasurer and William Malough works manager. There are ten reasons why the public should consider the Caloric furnace and its merits. They are: The Caloric conserves heat by keeping an even temperature of circulated moist warm air throughout the house, heats from one register; requires only a minimum amount of space; no pipes to obstruct the cellar; keeps the dust and dirt of the fuel and ashes out of the house; does not heat the cellar, permitting the storage of perishable goods there; maintains the proper fire with very little attention; all drafts being regulated from the floor above; reduces coal bills; no heat is lost through radiation in the basement and walls; can be installed in old buildings without the necessity of costly remodeling; can be placed in new buildings with less trouble and expense than any other type of furnace manufactured. Its low cost places it within the reach of thousands of home owners who have previously been forced to rely upon inadequate stove heating.

W. McPHILLIPS, LTD.
The exhibit of W. McPhillips, Ltd., in the Crystal Palace shows the very latest in musical lines. The exhibit is acknowledged even by McPhillips competitors to be the prettiest exhibit of its kind at the Fair. Included in it are pianos manufactured by the McPhillips Company itself, Beuscher hand instruments and saxophones, Ludwig drums, Bacon and Edison phonographs, Ernest Heinrich hand-made violins, and a complete line of radio equipment manufactured by Marconi, Kennedy, Zenith, Fada and Burgess Companies. The McPhillips Company is featuring a school of apartment piano of three feet eight and one-half inches high. It is the first showing of the company's latest model, and it's a delight to the eye and the ear, too, for the tone of it is delightful. But the feature attracting the biggest crowds to the McPhillips exhibit is undoubtedly the super-heterodyne and Radiola No. 8 Radio machines manufactured by the Radio

Corporation of America, New York, which machines are "just out" in Canada. In fact the Radiola No. 8 is the only one of its kind in Canada today. Their respective values are placed at \$350 and \$550. The machines were shown at the Toronto Exhibition last week by the Canadian General Electric Company. The Radiola has the loud speaker built right into it, while that for the heterodyne is attached from the outside. Both machines, which are finished in mahogany, are able to tune in at a distance as great as 3,500 and 4,000 miles. Practical demonstrations of the capabilities of the two machines are given daily. The outstanding feature of this newest radio equipment, for which the McPhillips Company are the distributors, is the entire elimination of all aerial wires and underground connections.

DOWNHAM NURSERY CO.
The H. C. Downham Nursery Company, Strathroy, has an attractive display on the downstairs floor of the Manufacturers' Building. H. L. A. Kinison, 450 King street, local manager, is in charge of the exhibit. Twenty miles from London the H. C. Downham Nursery Company maintains the largest nursery in Western Ontario, more than 40 acres, bountiful with all the worth-while favorites in fruit trees, small fruits, ornamental trees and shrubs, vines, perennials, roses, etc., and every one dependable.

The Downham exhibit has as a feature, a little house, done in a small city lot, with house, garage, lawn, fountain, trees and shrubbery. "I want the house. Oh, isn't it cute?" Such are the comments which greet the little house from eager-eyed youngsters, all of which, of course, testifies to the genuineness with which the little display is gotten up. "The stock which grows" is the claim of the Downham Company. Packed in the rather small double stall are many different varieties of trees and shrubs—maples, cedars, elms, apple, peach, etc.—they are all there. The company offers appointments to send trained landscape men to study plots and supply definite plans, based upon the character of soil, light and shade, harmony with buildings and surroundings, and other essentials, which must be considered if the best results are to be obtained. The Downham exhibit is an eye-opener and well worth seeing.

GERHARD HEINTZMAN, LTD.
Gerhard Heintzman, Limited, 222 Dundas street, has a splendid showing in the Crystal Palace of 13 pianos, a clock photograph and a showing of small musical instruments. Among the 13 pianos are the latest models turned out by the company, including a Louis in mahogany finish, a Chippendale in art walnut, an Empire in mahogany, and two new apartment player-pianos in Louis and Colonial styles. The upright pianos range in price from \$495 to \$795. The grand piano on display sells at \$1,150. The clock photograph, a masterpiece in itself, selling at \$900, combines a grandfather clock, record cabinet and phonograph, all hand-carved and finished in the finest mahogany.

The showing of small musical instruments includes the celebrated Besson instruments, King & Co. saxophones, cornets and trumpets, and a fine line of Vega banjos. There are on exhibition gold saxophones, running from \$121 to \$350, and a Vega banjo valued at \$350.

Gerhard Heintzman is the only piano company which is putting a veneer finish on the inside of an inch thick on its piano cases. This veneer is sawn from the original wood and not shaved, as is the custom with other veneer. The trouble with the other veneer is that in the finishing the glue which is used comes through the small pores of the wood, and so it is not a great while till the panels of the cases begin to check. With the use of the veneer one-eighth of an inch thick there are no pores through which the glue can come to the surface. This makes the finish of the Gerhard Heintzman pianos a thing of lasting beauty, and much superior to any which may be produced with

Fair Visitors!

DO NOT FAIL TO SEE OUR **DAHLIA SHOW**

72 Named Varieties.

Order a supply from these seedsmen and you will be sure of variety and color.

We have arranged to sell at our exhibit (main entrance, Palace), and will be pleased to have your order for any of our merchandise.

ORDER YOUR BULBS NOW

Before the choicest varieties are sold out.

Dominion Seeds
Limited
PHONE 550W.

only shaven veneer with which to work. Miss Gladys Udy, this city, has been delighting visitors to the Gerhard Heintzman exhibit with her piano playing. She will be assisted today and tomorrow by Captain Albert (Peg) Pequegnat, Stratford, well known basso profundo, as well as other local talent. George S. Pequegnat, local manager for the Gerhard Heintzman Company, is in charge of the exhibit.

ROSS LIMITED.
A delightful exhibit in the upstairs floor of the Manufacturers' Building is that of Ross, Limited, 196 Dundas Street, manufacturing furriers.

"From factory to wearer" is the slogan of the company. Among the seven lovely models of fur coats shown are taupe kashmiera, Canadian muskrat, Persian lamb, Hudson and electric seal, Canadian raccoon, as well as red and silver fox fur neckpieces. The prices of the models shown range from \$125 to \$450, but they are each and all beautiful.

Then, too, there are dress models in velours, faconne and nubian brown burlaine, trimmed with Canadian beaver and other furs.

The styles are the very latest designed for midday, and but a glance proves that the styles will prove immensely popular this coming winter. The models shown are masterpieces, turned out by skilled craftsmen employed by Ross, Limited.

Ross, Limited, display, glass enclosed, is one of the displays at the Fair which need to be seen to be fully appreciated.

DEXTER SNOW WHITE FLOUR.

Just a peek at the Dexter Snow White Flour on display in the Crystal Palace.

There are on exhibit the product of a number of London bakers, all of

whom use Dexter's Snow White Flour, including Brightons, Neals, Ruddys, Fairfairs, Deans and Leavens & Son. The Dexter Snow White Flour is made from the finest wheat obtainable.

Another feature of the exhibit is the wedding breakfast prepared by C. J. Leach, London, in which Dexter's Snow White Flour plays a prominent part.

ORTH'S, LIMITED.

Orth's, Limited, always to the fore where fashions for men are concerned, is showing some exclusive models in a display in the Crystal Palace. Among the models shown are Dewberry and Ullius Overcoats, sold exclusively by Orth's, Hobberlin Suits and Canadian-made haberdashery.

Those who are interested in the newest in men's furnishings for fall and winter wear should visit the Orth exhibit some time this week and make their selections. It will be found a most profitable investment to examine the Orth exhibit before reaching a decision as to your needs. Orth's at all times retails clothes for particular men, and the newest in styles are always found there. The prices, too, are very reasonable.

ASHTON'S MUSIC STORE.

Haines Bros. Pianos and Gun-Son-Ola Phonographs are being featured in the exhibit of Ashton's Music Store in the Crystal Palace this year. Both lines are highly recommended to the public, having rendered satisfactory service to all who have secured one of the instruments.

Haines Bros. Pianos are beautifully made, quite in keeping with the high quality of tonal flexibility. Manufactured in a variety of styles there is a Haines Piano to suit every purpose.

The Gun-Son-Ola Phonographs, machines which play and give correct interpretations of any record made, have features which are not to be found in other machines. There is an unreserved guarantee against spring breakage in all Gun-Son-Ola motors. The all-wood suspended horn, the automatic start and stop are additional features.

It Costs No More To Buy Underwear That Will Make You Really Comfortable

STANFIELD'S — Unshrinkable — UNDERWEAR

Thoughtful men and women are particular about Underwear—rightly so.

The man or woman who chooses Stanfield's is assured of getting luxurious fabric, soothing to the tenderest skin, snug, tailored-to-fit comfort and exceptionally long wear. Yet Stanfield's is NOT EXPENSIVE.

There's a size, style and weight of Stanfield's for every member of every family. Say Stanfield's.

FREE—Present this ad. at our booth at the Fair and receive a souvenir.

STANFIELDS, LIMITED
TRURO, N. S.

DEXTER'S Snow White Flour

WHEN YOU VISIT THE WESTERN FAIR MAKE IT A POINT TO SEE OUR EXHIBIT IN THE

CRYSTAL PALACE

This Flour is used with utmost success by London's leading bakers. The exhibit includes

WEDDING BREAKFAST BY C. J. LEACH

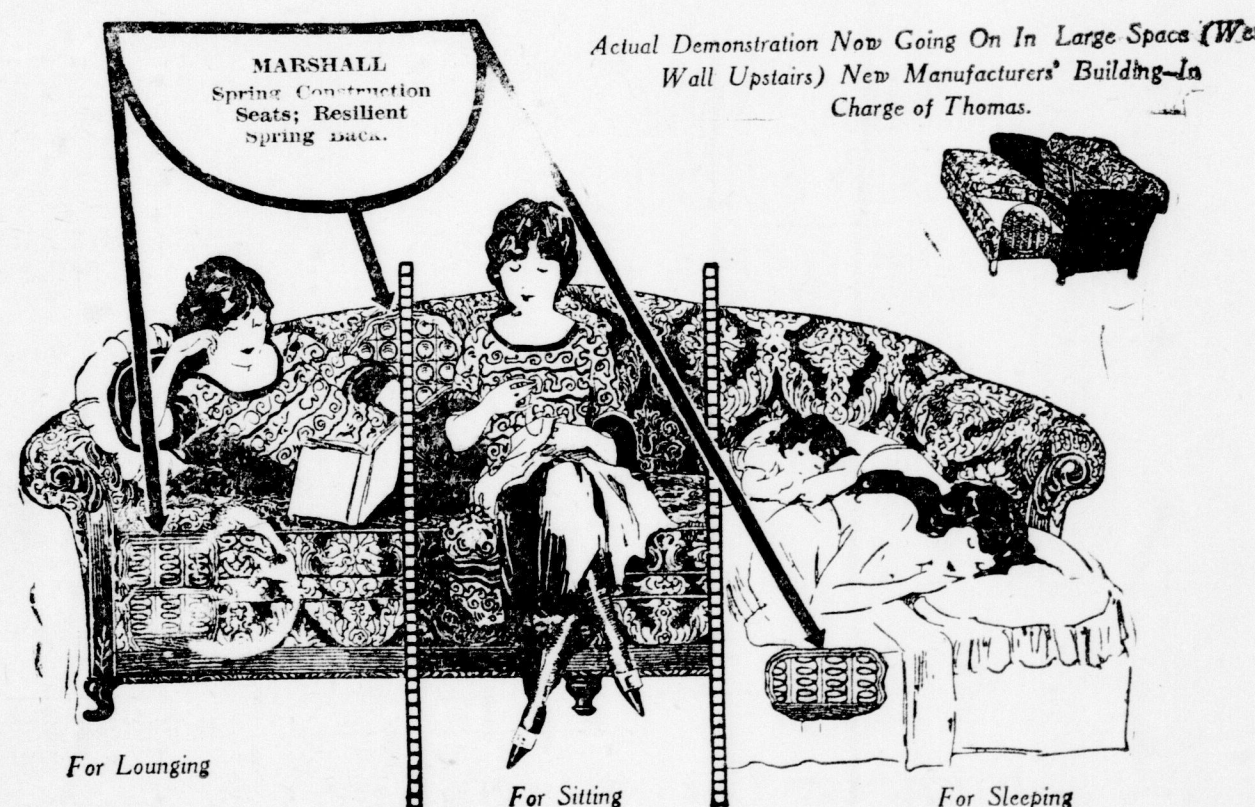
NEAL'S BREAD
BRIGHTON'S BREAD
DEAN'S BREAD
RUDDY'S BREAD
FAIRFUL'S BREAD
LEAVENS' BREAD

A Startling Innovation—

THE NEW

Chester-Bed
FOR LOUNGING, SITTING & SLEEPING

See It At the Western Fair



MARVEL OF INGENUITY

Manufacturers of this wonderful new "Chester-Bed" have succeeded in concealing the fact that it actually embodies mechanism. It minutely resembles the most luxurious chesterfield—indeed, the ease with which it is transformed from such a full-size bed is little short of wonderful. The "Chester-Bed" now being demonstrated at the Fair is replete with all the newly added conveniences, including electric light.

CONCEDED BY EXPERTS TO BE THE BEST ARTICLE OF ITS KIND EVER PRODUCED

Western Ontario Dealers

would do well to avail themselves of this splendid opportunity to see the new "Chester-Bed" in practical sale and demonstration. Fry & Blackhall, Ltd., of Wingham, Ont., inventors and manufacturers of this wonderful "Chester-Bed," will have representatives in attendance during the entire Fair.

Thomas Furniture Company, Ltd., Sell This New "Chester-Bed" in London.

Again Gerhard Heintzman Leads the Way

Ever since the first piano was made it seemed impossible to prevent the highly polished panels from checking.

This has been overcome by the new process now employed on all

Gerhard Heintzman Pianos

Formerly only a veneer of 1-32 of an inch was used, but now this veneer is 1-8 of an inch. This new process will be gladly explained more fully in the exhibit in the southwest corner of the

CRYSTAL PALACE

This is one of the greatest achievements in the piano industry of today.

Gerhard Heintzman

LIMITED
222 DUNDAS STREET NEAR CLARENCE ST.