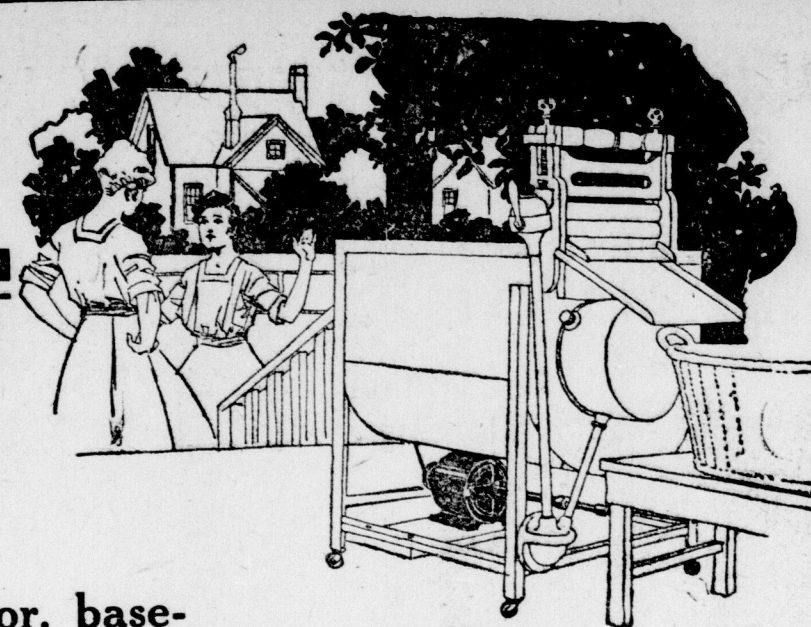




Have Your Home Equipped

With
Convenient Service Outlets!

More Outlets—
More Service



A lot of people who have electricity in their homes fail to appreciate the value of floor, base-board and wall outlets. While every lamp socket is an outlet, it's not the proper thing to use and moreover is inconvenient.

Then—you often want to use two appliances at the same time—like the Toaster and the Percolator, a Drop Light and your Electric Sewing Machine, or other combinations.

TO INCREASE THE CONVENIENCE AND EFFICIENCY OF YOUR ELECTRIC SERVICE, YOU SHOULD HAVE YOUR HOME EQUIPPED WITH CONVENIENT SERVICE OUTLETS.

These outlets provide handy places where you can "plug-in" your Electrical Appliances without unscrewing bulbs from the fixtures or otherwise disturbing the lighting system.

They also do away with dangling cords that are often unsightly and in the way—set into the floor, base-board, wainscoting or wall. All that can be seen is a small, neat brass or porcelain plate.

Can be placed wherever handiest, within arm's reach, in any room. Very easily installed without disfiguring floor or walls, and without musing up the house.

RIGHT NOW we are offering a special opportunity for the installation of Convenient Service Outlets. One of our experts will call at your home, at the time most suitable to you, to offer suggestions and give full information. There will be no charge for this, and you will not be under the least obligation.

A demonstration of these Convenient Outlets will be held in our Model Dining-room and Kitchen during the month of September, to which you are cordially invited.

Also be sure to see our Exhibit at the Western Fair—situated in the right wing of the Palace. Showing all the newest Appliances and most improved labor-saving Electrical Devices.



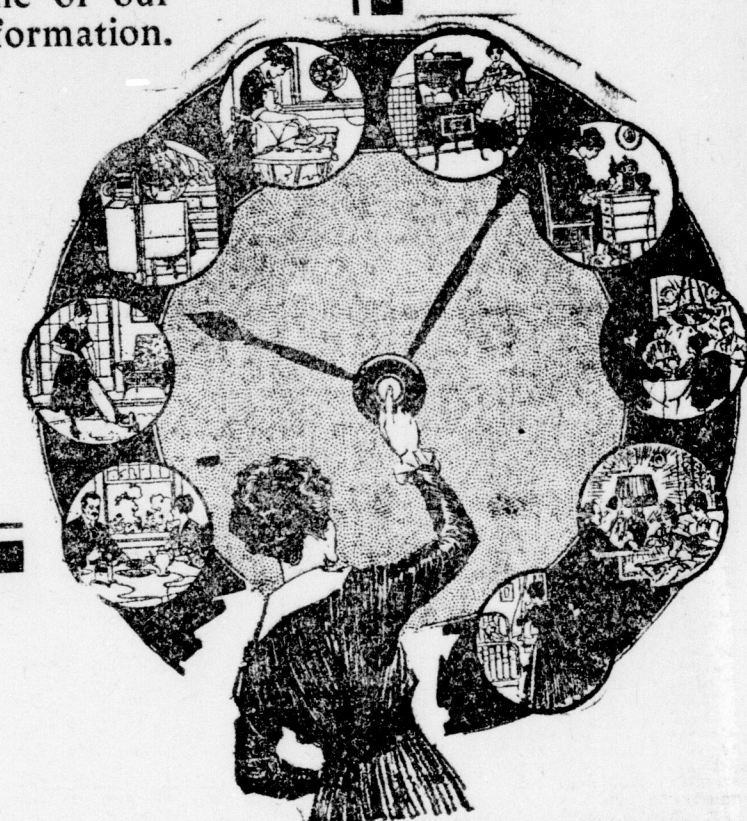
A
War Time
Economy

CITY HYDRO

Cor. Dundas and Wellington Streets.
Phone 6480.

COOK BY WIRE

WORK BY WIRE



DRAPERY and CURTAIN BARGAINS

Your home can be made so very cheerful with a few dollars invested in new Curtains. Ask for the kind that wash and iron—no stretching or starching.

Ask to see these Reduced Price Curtains. If you do not like them there are thousands of other grades to choose from at prices to suit your purse.

Lace Curtains
Good Nottingham Lace
Curtains, neat patterns.
Worth \$2.00 per
pair. Special at **\$1.35**

Scrim Curtains
Nicely trimmed with lace
edgings, white, cream and
sera. 2 1/2 yards long. Regu-
lar \$2.35 a pair
for, per pair... **\$1.79**

Bungalow Curtains
Net or Scrim, in different
styles; fine for bedrooms.
While they last. **\$1.29**
per pair

Swiss Net Curtains
These are \$5.00 Curtains,
in white and sera. Friday
and Saturday only. **\$3.90**
per pair

Goods by the Yard
Double Art Scrim, rose
brown and green. Neat de-
signs. Regular 20c
yard, for, yard... **11c**

Spotted Muslins
or some Striped. Regular
21c per yard, for, per
yard... **19c**

Madras
Fifty inches wide, in differ-
ent patterns, suitable for
living-rooms. Regular
\$1.00 a yard, for... **59c**

Bungalow Nets
Finished edges, 40 inches
wide. Regular 45c
yard, for... **29c**

Remnants
of all materials, 2, 3, 5 and
10 yard lengths. **1-2 Price**
While they last.

3-foot wide
WINDOW
BLINDS
69c Each.

\$29.00

for this beautiful
large \$40.00

Combination

**Buffet and
China Cabinet**

No other article of
furniture is more
useful. There are
five, all different, at
the reduced prices
for this great Shop-
in-London Day.

Centre Tables
Attractive Centre Tables—
Oak or mahogany finish—
24x24 inch top. Special in
this sale **\$1.98**
at

Extension Tables
Good design, oak 44-inch
top, five legs, 8 feet long
when open; \$18.00
value at **\$14.75**

Sewing Rockers
Neat little Sewing Rockers
—oak finish, wood seat.
Specially
priced **\$1.98**

Kitchen Chairs
If you need a few good
Chairs for your kitchen, you
can buy them in this sale at
the special price of **98c**
only

Extra Special Low Prices On Large-Sized Room Rugs

Bring your measurements for

Linoleums and Oilcloths, **SALE PRICES 69c, 89c, 98c Yard**

KEENE BROS. 125 & 127
KING ST.

This Is London's Best Drapery, Rug and Furniture Store. Don't Fail to See It Next Week
Our Exhibit At Western Fair Is Upstairs At the East End of the Palace

McLaughlin Motor Cars

Count Them on the
Streets of London

See Our Exhibit in the Automobile Building at the
Western Fair.