

QUANTITY DISTRIBUTION OF FALL LINES

OUR purchases for Fall and Winter were very heavy this year. Lines are marked at attractive figures and with the cold weather just opening up we are in splendid shape to look after you.

Men's O'COATS

Prices range for real good Overcoats as low as \$15.00 and running up to \$25.00, \$30.00 and \$35.00 for finer Overcoats. At every price range you will find the utmost value in an Overcoat.

Guaranteed \$10.00 saving means you don't have to wait for lower prices. They're Here—Right Now—When You Need an Overcoat.

Get into a Swift Overcoat and you will fear neither wind nor weather. Defy the Storm King—He's Coming Next Month! Get into one of our generous coats and you'll enjoy being in the cold brisk weather.

REMEMBER! — REMEMBER! Every Purchase of \$1.00 entitles you to One Ticket. You may win either the Ford Sedan or the Cash Prize.

4 RANGES IN YOUNG MEN'S SNAPPY SUITS

\$17.50, 20, 24.75

40 BOYS' HEAVY OVERCOATS

\$6.75, 7.75, 8.75

4 Dozen New Cut Caps, plain and fancy

\$2.00 and \$2.50

THE NEWEST MODELS FOR YOUNG MEN

BOYS' SUITS

\$8.75 TO \$13.75

Sturdy Tweeds reinforced at the joints that offer the greatest stress. All lined throughout. Patchwork models and Two Pairs of Trousers to Double the Wear. \$8.75 to \$13.75

LADIES' ALL WOOL VLOUR COATS WITH WARM BEAVERINE COLLARS

These Coats are all well made in every way and designed in a model that is pleasing to everyone. Sizes 16 years to 40. Price marked for this week only.

\$16.75

PENMAN'S ALL WOOL MOSE

79c 95c \$1.35

HATCHWAY UNDERWEAR

for Men

Light and Heavy Weights.

BIG SHIPMENT OF LADIES' HOSIERY OPEN THIS WEEK

Silk Lisle.....88c
Silk and Wool.....98c, \$1.25
Cashmere.....79c, 95c, \$1.00, \$1.25

In all the popular shades.

15 All-wool LADIES' SERGE DRESSES

navy at **\$7.50** and **\$10.00**

SWIFT SONS & CO., Watford Clothing House

WE ARE HERE TO SATISFY YOU AND HAVE SOME SPECIAL BARGAINS WAITING FOR YOU

Our Grocery Dept. is stocked with the best, newest and most suitable Fruits, Spices, Nuts, Etc., and our large turnover enables us to buy in quantities and give you the benefit.

Give us a trial order and be convinced.

P. DODDS & SON

WATFORD'S BUSY STORE

Our China Dept. contains many useful as well as ornamental pieces of China and many nice pieces suitable for Christmas Presents, Dinner Sets and our specialty.

Get your tickets here on the Ford Sedan and Cash Prize.

07 piece set for \$19.00

RADIO SUPPLIES

We are handling only the best lines of Radio parts and will assemble and install any kind of set you want at reasonable prices and will furnish Hacks and other information free to anyone purchasing parts from us.

EXIDE BATTERIES

Was Now

D.I. Plate \$25.50 **\$18.70**
for Ford or Chevrolet

X.C-13 \$34.00 **\$23.50**
for Ford, Chevrolet, Durant, Essex, Gray, Dorr, Overland, McLaughlin, Star and others.

12 Volt for \$47.60 **\$34.15**
Dodge, Franklin and Maxwell.

We also handle accessories, tires, gasoline and oils, and repair all makes of cars.

EV Tickets on Ford Sedan Contest with every purchase of \$1 or over

OVERLAND CARS

Model 81 TOURING.....\$695
Model 81 SEDAN.....\$1125
Model 81 CHAMPION.....\$995
Model 82 BLUE BIRD.....\$960
Model 82 RED BIRD.....\$960

WILLIAMS' KNIGHT

TOURING.....\$1695
COUPE-SEDAN.....\$2195
SEDAN.....\$2550

WILLIAMS BROS.

100 & 1002 TOWN ST.
Watford, Ontario, Taxes extra

For Every G JEWELRY

Our store is full of wonderful

IN
WRIST WATCHES
PEARL NECKLACES
CUFF LINKS
WALDEMAR CHAINS
GOLD KNIVES
DIAMOND RINGS
EMBLEM RINGS

Carl A. C.

SAFETY

TAKE NO CHANCE by Fire, Theft or Deposit Boxes and security.

THE YEARLY R ASK AB

THE BA

Watford

SIDDALL'S "The Home of Pure Drugs"

Siddall's Bronchial Mentholated Compound for Coughs and colds 35c, 60c, \$1.10

K. & S. RUBBER GOODS

Seamless Hot Water Bottles \$2 to \$3 Attachments for Hot Water Bottle all guaranteed.....90c

Ladies' Purse and Shopping Bags

Some real good values ranging from.....75c to \$6.00

STATIONERY

Large shipment of extra fine stationery just arrived. Come in and let us show it to you. Prices ranging from per box.....50c to \$4.50

SCHOOL SUPPLIES

Large stock of Pencils and Scribbles. Some good values in School Bags.

Personal Greeting Cards Books

We have a fine supply of Personal Greeting Card Books on hand. Get your order in early.

FRENCH IVORY

Just the thing for a Christmas Gift. In fancy cases or by separate pieces.

Taylor's Cream of Roses.....25c

Ariolia Vanishing Cream.....50c

Ariolia Skin Food.....50c

Delorme Vanishing Cream.....35c

Winsome Soap.....10c a cake

Dentacolor Tooth Paste.....50c

Nyal Tooth Paste.....25c

Neilson's Chocolates.. 60c to \$2.00

Ariolia BOUDOIR CREATION

CAMERAS AND FILMS

Developing and Printing

NYAL'S FAMILY REMEDIES

Everybody's Shoe Store

THIS is a Shoe Store for the people. A store where everybody is made welcome and treated well. It's a store for folks who pay as they go. Who want all the shoe value they can get for their money. People who visit this store and particularly those who buy here—endorse our right to term this Everybody's Shoe Store, because we serve to please, and because we do please everybody with what we serve.

We have Rubbers and Rubber Boots for all styles of shoes and size of feet. Come here for your Shoes and Rubbers and you will get the worth of your money. Shoe prices are about the same everywhere. Advertised shoe prices mean nothing until you see the shoe value the prices stand for.

COME AND SEE

A. Rumford

SPEND YOUR MONEY HERE YOU MAY GET THE CAR

FOR YOUR BAKING

We sell and recommend

FIVE ROSES, PURITY AND ROYAL HOUSEHOLD FLOUR

None better. Quality guaranteed. Prices right

BREAKFAST FOODS

BEST WESTERN OATMEAL in 20 and 90 pound bags.

CREAM OF WHEAT

FLAKED WHEAT

WHOLE WHEAT FLOUR

CORN MEAL

POULTRY SUPPLIES

We carry a full line of

STOCK AND POULTRY TONICS
SCRATCH FEEDS
LAYING MASH
BEEF SCRAP
GRIT AND OYSTER SHELL

Trenouth & Co.

Flour and Feed

MILL FEEDS AND MIXED CHOP ALWAYS IN STOCK

YOUR PATRONAGE APPRECIATED

We Give Ticket

SHOES AND RUBBERS

SEE OUR BOYS' SHOE

Both Black and Brown

Sizes 8 to 10 1/2

Per pair.....

Sizes 11 to 13 1/2

Per pair.....

Sizes 1 to 3 1/2

with rubber heels Per pair

Best Value in TO

WOMEN'S AND MEN'S RUBBERS FOR ALL THE

We handle a full line of

CHUMS, NURSERY AND PIPER CHILDREN'S

5 to 7 1/2; 8 to 10

See our line of Women

BEDROOM SLIPPERS

WE GIVE TICKETS

J. W.

Cleaning, Pre

Men's We

Suits

\$18.50 and

Ready-to-we

Made-to-Me

WE GIVE FREE TICKET

Maxwell Garage

Dealer in Maxwell Cars, Repairs for All Makes of Cars, Batteries, Tires, Accessories, Gasoline and Oils.

CYLINDERS RE-GROUND NEW PISTONS FITTED

All Work Guaranteed Mechanically Perfect.

GET TICKETS ON THE FORD SEDAN FROM US

D. A. Maxwell, Watford

Columbia Grafonola

If You Are Looking for a Phonograph—THIS IS YOUR OPPORTUNITY.

We believe no greater values have ever been offered.

THE PRICES ON COLUMBIA HAVE BEEN REDUCED

There are special features in the Columbia Phonograph, such as non-set Automatic stop, new Columbia Reproducer, bayonet joint, two tone arm, etc.

This beautiful cabinet (floor model) in walnut, mahogany, oak, 40 inches high. Sold formerly for \$135.00 now.....\$95.00

Model \$175.00 now \$135.00

Special New Process Columbia Demonstration record at 25c. Sold for the purpose of convincing you of the superiority of the Columbia Record.

Free Tickets for every 3 purchase. You may win the Ford Sedan or one of the Cash Prizes.

CARL A. CLASS

CHESTERFIELD

It would be difficult to find a tasteful combination of mohair than this suite. Mohair is the much sought after shade and the imported. The three pieces, complete.....\$

Another of beautiful mohair quite similar to above.....\$

CHESTERFIELD

Full length, massive walnut finish. Indeed, splendid value. We are at the special price of only.....\$

OAK DINING ROOM

OLD ENGLISH

Set comprises 9 pieces latest design table, set, see it in our window. Complete.....\$