

LONDON MERCHANTS' SPECIAL FAIR WEEK SALES

SAMPLE HATS

Soft Felt Hats, English make, all sizes and colors. Worth regularly \$2.50.

FAIR WEEK SPECIAL \$1.23

Wegner Clothing Co.

C. P. Wegner, the original low-price hat man, The Heart of London, The Real Live Store, 371 Talbot Street. Opposite Market. Open evenings.

SPECIAL:

FIBRE SUIT CASES, 24-INCH AND 26-INCH, HEAVY LOCK, STRONG CATCHES. REGULAR \$1.75, MONDAY **\$1.25**

J. McCormick

PHONE 2038. 395 TALBOT STREET. THE LEATHER STORE OPPOSITE MARKET.

J. G. Steele & Co, Hardware

O'Cedar Mops.....\$1.00 and \$1.50 each
O'Cedar Oil.....25c and 50c bottle
Liquid Veneer.....25c and 50c bottle

SPECIAL

Perfection Coal Oil Heaters
\$6.00 and \$6.50
So nice for cool evenings.

Boys' Wagons.....\$1.75 to \$5.50 each
Kiddle Cars, \$2.00 and \$2.50 each
Silver Knives and Forks, half a dozen of each for.....\$2.00

J. G. Steele & Co., Hardware

204 Dundas Street. Phone 750.

SPECIALS FOR TUESDAY MORNING OF FAIR WEEK AT

John Graham & Co.

\$3.00 Soft Hats, about three dozen odd lines, for....\$1.85
Odd lines of 25c Linen Collars2 for 25c
Odd lines of 50c Ties, all new, for25c
Boys' Shirtwaists, regular 75c to \$1.25, for.....50c

JOHN GRAHAM & CO.
MEN'S OUTFITTERS

THE RELIABLE CROCKERY HOUSE

Johnson & Barbour

193 KING STREET, LONDON.

Dinner Sets, Tea Sets, Fancy China, Rich Cut Glassware, Aynsley's Fine English China, French China, Nippon Fancy and Table Chinas, Genuine Satsuma and Cloisonne Ware, Wedding and Holiday Gifts. Come and see our immense display of beautiful goods. Seven floors devoted to Crockery, etc. Prices will interest you.

Johnson & Barbour

PHONE 1374. 193 KING STREET.

FAIR WEEK SPECIALS

Three Bargain Tables

50c \$1.00 \$2.00

Table. Table. Table.

See north window for Fair week specials in diamonds, watches, clocks, jewelry, cut glass, umbrellas, walking sticks.

C. H. WARD & CO.

Diamond Merchants and Jewelers, 386 RICHMOND STREET. PHONE 1084.

FAIR VISITORS

Patronize London Merchants

Advertising On This Page

Our Fair Week Specials

WEDNESDAY MORNING, 9 TO 12 O'CLOCK.

7-INCH CASSEROLE, genuine Guernsey ware insert, nickel-plated frame. Only\$2.49
8-INCH CASSEROLE, genuine Guernsey ware insert, extra heavily nickel-plated frame. For only\$3.99
ONE QUART VACUUM BOTTLE, keeps liquids cold 72 hours, hot 36 hours; case nicely finished in nickel; regular value \$3.00. Sale price\$1.99

Cowan's Colossal Hardware

THE STORE WITH A STOCK, 125-7 DUNDAS STREET. Two Phones—3461, 3462.

BROWNLEE'S

Extra Specials for Fair Week

English Steel Butcher Knives. Regular 50c, for ..25c
28 and 30-Inch Stove Boards\$1.25 each
Make your old car shine. Auto Spray and bottle of Liquid Veneer. Regular \$1.50, for\$1.25
Rubber Roofing \$1.50, \$2.00, \$2.50, \$3.00, \$3.75, \$4.50 per square.

Our Fall Enamelware Sale Now On.

J. A. BROWNLEE

Opposite Market.

CASSELMAN BROS.' FAIR WEEK SHOE SPECIALS

Ladies' Calf Lace English, Walking Last, All sizes\$3.95
Ladies' Brown Calf, Lace, Neolin or leather soles\$4.95
Men's Brown Calf, Lace, Goodyear welt, Neolin soles. All sizes\$5.95
Ladies' Brown Calf, Lace, English Walking Boot. All sizes\$5.95

CASSELMAN BROS.

The Shop of Quality, Value, Service. 171 DUNDAS STREET.

Chapman's Fair Week Values---Staples

Dark Imported Flannelette, stripes and checks, 25c yard. Sold for less than what we can buy it for.
Tapestry Table Covers, \$2.00 to \$6.50. Popular colorings, green and red, gold and green, red and cream, two shades of red and two shades of green.

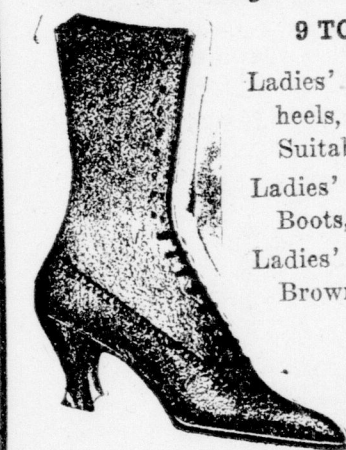
STOCKING TALK FOR LADIES.

Fleeced-lined, very special. Regular 50c values, 35c pair or 3 pairs for \$1.00.

239, 241 and 243 DUNDAS STREET. New Store—Central and Popular.

Wednesday Morning Shoe Specials

9 TO 12 O'CLOCK NOON ONLY.



Ladies' Gunmetal Calf Bluchers, medium heels, hi round toes. Suitable for school wear.....\$2.98
Ladies' All-Grey Kid 7½-inch Lace Boots, Louis heels\$2.98
Ladies' Brown Patent Leather Lace Boots, Brown Buck tops, all sizes.....\$3.98

Asphlants

The Purdom Hardware Co

124 DUNDAS STREET. PHONES 2800, 2801.

SPECIALS FOR WEDNESDAY MORNING.

60-Watt Tungsten Bulbs, regular 60c, at38c each
Wezoul Furniture Polish, regular 50c bottle, at.....25c each
Regina Vacuum Cleaner, reg. \$30.00, at only \$20.00 each
Aluminum Tea Kettle, special price\$2.98 each
Ovens for gas or oil stoves\$1.00 each
Boys' Wagons for small boys\$1.00 each and up
Lawn Seats, will fold, regular \$1.75, at.....\$1.25 each
Oil Heaters, small size, only\$2.83 each

The Purdom Hardware Co

Now Is the Time To Buy Shoes

136 PAIRS

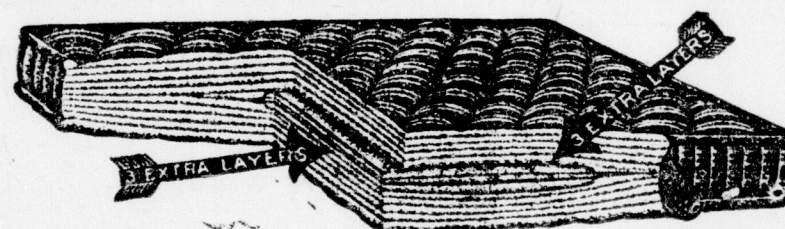
Women's High-Grade Samples

In Greys, Browns and Blacks, finest quality and well made. Sell regularly for \$8, \$9, \$10, specials for fair days

\$4.95, \$5.95 and \$6.95

JOHNSTON & MURRAY

DUNDAS STREET.



"IDEAL" SPECIAL \$8.50 MATTRESS

This splendid Mattress is built of felt fibre, covered with heavy art ticking, has French roll edge and fitted with handles on the side. This is our regular \$10 mattress. Club terms: \$2.00 cash; \$1.00 weekly.

Ontario Furniture Co., Limited

228-230 DUNDAS STREET.

TWO FAIR WEEK SPECIALS

Shop **BARNARD'S** Shop
Early Here

For Fair week only we are offering hundreds of genuine bargains in many lines, and each day between the hours of 9 and 12 we will give the public the benefit of our extra special prices on

THESE TWO SPECIALS

Watch 17-jewel adjustable works, in medium-size gold-filled case. Regular \$25.00. Now \$16.50.
Fountain Pen 14k gold point; satisfaction guaranteed. Regular \$1.25. Now \$1.00.

JOHN S. BARNARD

Jeweler, 194 DUNDAS STREET. Opposite Advertiser.

Babies' Shoes, 49c a Pair

Best quality leathers, in a variety of colors. Red, black, blue, white, champagne, etc. Worth \$1.00 a pair. Sizes 1 to 3. This is but one of our Fair Week specials.

COOK'S SHOE STORE

The Store With the Stock.

EXTRAORDINARY VALUES IN

Men's and Boys' Suits and Overcoats

FOR FAIR WEEK

Boys' Suits\$4.98, \$5.98, \$6.98 and \$7.98
Men's Suits\$10.98, \$12.98, \$13.98, \$15.98

GRAFTON & CO.

Wonderful Values in Soap

15c "All-Pure" Soap, a large Bath Tablet3 for 25c
15c Buttermilk or Verbena Soap, exceptional value.....3 for 25c
10c "Xtragood" Toilet Soap, nicely perfumed3 for 21c
15c Vinolia Bath Soap, the best value for the money.....2 for 25c
10c Vinolia Lotus Soap, a new soap, and a wonder.....3 for 25c
15c Jap Rose Soap, the famous "Bubble-Bath" Soap.....2 for 25c

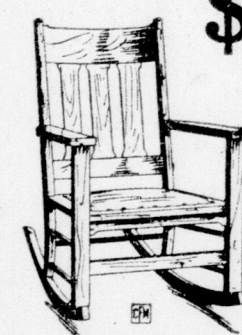
For Monday Only.

Cairncross', The Chemists

216 DUNDAS STREET.

\$6.90 For this \$10 Easy Rocker

Upholstered in genuine cowhide leather.



Bargains in Rugs

\$10,000.00 worth to choose from. Extra Wilton Samples ..\$2.50 each

KEENE BROS.

125 AND 127 KING STREET. London's Best Drapery, Rug and Furniture Store.