

**Western Fair**  
**SEPTEMBER**  
**6 to 13**  
**1 9 2 4**

# FAIR WEEK

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## VELVETEX RUGS ARE LIKE MAGIC CARPETS

Latest Process Makes Perfect  
 New Rugs Out of  
 Old Ones.

It's a "Magic Carpet."  
 That's the shortest possible way to  
 describe the famous "Velvetex" rugs,  
 made by the Canada Rug Company,  
 Carling street, London, from old car-  
 pets and rugs supplied by customers.

"Don't throw your old carpets  
 away" is the slogan of the company,  
 and in that slogan is the secret of the  
 beautiful velvetex rugs which are  
 turned out. Carpets which in the or-  
 dinary course of events would be  
 thrown into the rubbish heap, cast  
 aside as being of no use whatever,  
 are taken by the Canada Rug Com-  
 pany and converted into pretty, clean,  
 sanitary, long-life rugs.

To witness the process is to com-  
 pare it to the work of a magician.  
 There are the old carpets, and there,  
 presto! are the new rugs. It is in-  
 deed marvelous. Years of study,  
 hour after hour, day in and day out,  
 have been spent in perfecting a pro-  
 cess which today is declared to be  
 100 per cent efficient. Every machine  
 used, every process through which  
 the old carpet goes, has been worked  
 out and developed by the Canada Rug  
 Company. Machines used there will  
 be found nowhere else. There are no  
 duplicates in existence.

Thousands of dollars have been  
 spent in experiments. Types of ma-  
 chines were used, altered and dis-  
 carded to make room for better ma-  
 chines. Ultimately success rewarded  
 the efforts made, and it is with a  
 well-earned pride that the Canada  
 Rug Company can say: "Our rugs are  
 perfect."

"Velvetex" rugs have for 16 years  
 been winning their way into the best  
 homes in Canada from British Col-  
 umbia to the Maritime Provinces.  
 These rugs are not for sale. The  
 raw material is owned by the cus-  
 tomer and it is simply returned to  
 him or her after having been con-  
 verted. The only charges made are  
 for labor, since no materials are  
 added other than the warp threads  
 used in the weaving.

fore, contributing, in an economic  
 Canada Rug Company is, there-  
 way, to the housewife's living pro-  
 blem, for the firm enables her to se-  
 cure matchless floor coverings at but  
 slight cost.

The Canada Rug Company's fleet  
 of motor trucks collects old carpets  
 from any address in Toronto, Mont-  
 real, London and Windsor.

## D. S. PERRIN EXHIBIT WELL WORTH SEEING

Local Company Will Repea  
 Fine Toronto Showing  
 Here.

One exhibit that attracted favor-  
 able attention and brought forth  
 many complimentary remarks from  
 visitors from all parts of the world  
 at the Canadian National Exhibition  
 Toronto, this year, was that of D. S.  
 Perrin & Co., Limited, this city.

This exhibit will be shown in its  
 entirety in the Manufacturers' Build-  
 ing at the Western Fair. This well-  
 known London company spare  
 neither time nor effort in present-  
 ing to the public actual products of their  
 plant in a most pleasing manner. D.  
 S. Perrin & Co., who are manufac-  
 turers of high-grade biscuits and  
 candy and, as a matter of fact, have  
 been making English style biscuits  
 for the past 20 years, have always  
 been particular about the exhibit at  
 the Fair, but this year previous  
 efforts have been surpassed.

Here are extracts from letters re-  
 ceived by the company in reference  
 to the exhibition: "The writer wishes  
 to congratulate you and those who  
 prepared and arranged the display  
 for and at the Toronto Exhibition—  
 and we want to pass on to you at  
 least some of the many compliment-  
 ary comments we have heard ex-  
 pressed about it. The writer was  
 told that it was by far the best bis-  
 cuit and confectionery display on the  
 grounds. A competitor's sales man-  
 ager very courteously said you have  
 a wonderful display. A biscuit  
 dealer from New Zealand was also  
 very generous with his praise. A  
 merchant from Vancouver expressed  
 himself very nicely indeed, and many  
 congratulations from both men and  
 women from New York and other  
 American cities were received. The  
 Toronto merchants and citizens in  
 general have been very free with kind  
 praise, and last, but not least, the  
 writer had the pleasure of being made  
 acquainted with a titled lady and  
 her daughter who were visiting the  
 exhibition. She remarked that you  
 must be the Huntley-Palmer of Cana-  
 da. Both she and her daughter ate  
 two or three biscuits and most kindly  
 praised them."

Montreal, Sept. 5.—The gross earn-  
 ings of the Canadian National Rail-  
 ways for the week ending Aug. 31, 1924,  
 have been \$6,109,614, being a decrease  
 of \$1,058,758.21 over the corresponding  
 week of 1923. The gross earnings of  
 the Canadian National Railways from  
 Jan. 1 to Aug. 31, 1924, have been  
 \$323,173,166, being a decrease of \$8,210,  
 657.58 as compared with the correspond-  
 ing period of 1923.

## A Toast—

"—Here's to you.  
 I drink your health in  
 worthy brew.  
 May trouble never trouble  
 you,  
 Nor fortune frown the  
 whole way through!"

N.B.—To be said only over  
 a glass of

"Carling's"  
 Canada Club  
 AMBER ALE  
 PORTER

**CARLING**  
**E.B.&M.Co.**  
**Limited**  
 LONDON — ONTARIO.

The Beer  
 of Quality  
**Canada Club**  
**LAGER**  
 KEPT BY ALL DEALERS  
 CARLING - LONDON

**I. X. L. PEANUT BUTTER,  
 COFFEE and JELLY  
 POWDERS**

VISIT OUR EXHIBIT AT THE FAIR—MANUFACTURERS'  
 BUILDING, NORTHEAST SIDE, UPSTAIRS.

**I. X. L. SPICE & COFFEE CO.**

LONDON — ONTARIO

**ROSS'**

LIMITED

ESTABLISHED  
 1885

ESTABLISHED  
 1885

# Fashion Review

FALL and WINTER : : 1924-25



*There is no color in the world,  
 No lovely tint on hill or plain;  
 The Summer's golden sails are furled,  
 And sadly falls the Autumn rain.*

CELIA THAXTER

*This song is but the poet's art,  
 At best its but a broken tale,  
 If she had seen our Ladies' Mart,  
 She ne'er would utter such a wail.*

For fall season is here again, with all its new modes and  
 tints. Soft, deep pile fabrics in plain and various block cut  
 designs; soft suede finished cloths, bolivias and colored plaids  
 in a wealth of most pleasing blended colors; shiny silks and  
 satins in various textures, from sheer georgettes to the rich,  
 closer weaves of smooth and ribbed surface design in crepes,  
 roshanara and failles.

Costume cloths in wool crepes, charmeen and charmin-  
 ettes, twills and ribbed finished surfaces.

Dame Fashion chose for the season most appropriate and  
 pleasing colors in which to deck her votaries.

Russet Brown and Penny Browns and teakwood vie with  
 Scottish Blues and Navy. Fairway, a soft and Grayish Green,  
 appeals alongside of antique-lacquer, that dark, subdued color  
 of red.

Fall styles for this season have a decided appeal for  
 harmony and correct outline. Straight, graceful and slender  
 is the object aimed at by the designer. Close double con-  
 vertible collars and ample shawl rolls, or the soft, billowy,  
 luxuriant make which gives the wearer that comfortable,  
 nestling appearance so warm and seasonable.

Sleeves have many departures from past conventional  
 lines and are appearing in a variety of puffed and closer cuffed  
 styles.

Fur trimmings are in more pronounced favor than for  
 many seasons and popular in the following varieties: Red  
 and Korsuk Fox, Beaver, Mink, Squirrel in various shades;  
 Seal, Thibetina, Mole, Sable, Kolinsky, etc.

# FUR FASHIONS

For Fall and Winter Season, 1924-25

ARE VARIED, EMBRACING BOTH CONVENTIONAL AND DISTINCTIVE FEATURES

Coat lengths are still remaining long,  
 with the silhouette straight lines as the  
 standard of correctness. Collars are shown  
 in shawl rolls, also square collars, close  
 fitting and worn domed or open. The soft,  
 crushed, billowy shirred collar, is very at-  
 tractive and is shown in various effects.

Contrasting furs are used in collars  
 and cuffs, such as Mink, Sable, Squirrel,  
 Fitch, Kolinsky, Beaver, etc.

Sleeves are low cut and some are  
 puffed at the wrist, finished with a close  
 band or with flare, which is made in sev-  
 eral widths.

The short fur jaquette (a misses'  
 garment) is with us again this season.

Linings in exclusive French designs  
 exceedingly artistic and new add luxuri-  
 ance to the garments of the season.

## NECK FURS

are becoming an article of necessity for  
 fall wear, the fox variety being in the

coveted list, with Mink, Sable, Stone Mar-  
 ten, Fitch, Beaver, etc., also in favor.

**PERSIAN LAMB COATS**—Prices ranging  
 from ..... \$250.00 to \$345.00

**HUDSON SEAL COATS**—Prices ranging  
 from ..... \$207.50 to \$350.00

**ELECTRIC SEAL COATS**—Prices ranging  
 from ..... \$125.00 to \$195.00

**MUSKRAT COATS**—Prices ranging  
 from ..... \$115.00 to \$225.00

**RACCOON COATS**—Prices ranging  
 from ..... \$185.00 to \$235.00



SEE OUR EXHIBIT IN MANUFACTURERS'  
 BUILDING AT WESTERN FAIR