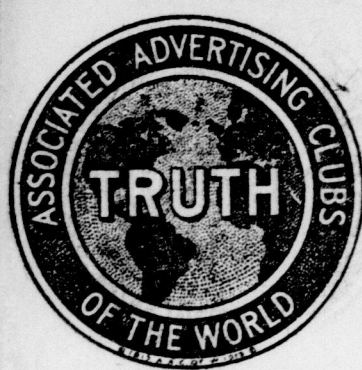




LONDON MERCHANTS SPECIAL 9 TO 12 A.M. FAIR WEEK SALES

Extraordinary Values In
**Men's and Boys'
Suits and Overcoats**
For Fair Week
GRAFTON & CO.

QUALITY VALUE SERVICE
Fall Shoes for Fall Days
Ladies' Dark Brown Kid High-Cut Lace Boot, \$6.00, for \$4.95
Ladies' Grey Kid High-Cut Lace Boots, \$8.00, for \$6.95
Men's Black Calf, leather-lined, with double neolin sole, \$8.00, for \$6.95
CASSELMAN BROS.
171 DUNDAS STREET.

VISITORS TO LONDON!
**Special Hat and
Shirt Bargains**
MONDAY MORNING, 9 TO 12 O'CLOCK.
15 dozen New Soft Hats, selling every day for \$3.00, on sale Monday morning for \$2.15
10 dozen \$1.50 Colored Shirts, stiff or soft cuffs, Monday morning for 90c each
John Graham & Co.

The Purdom Hardware Co.
124 Dundas Street. Phones 2800-2801
SOLE AGENTS FOR
**The Eureka
Vacuum Cleaner**
Is a necessity in the modern home. It works very rapidly and is operated with great ease.
This machine will be demonstrated in Main Building at the Western Fair.

Your choice of any
Silk Skirt or Silk Sweater
in our store, at THREE-HOUR SALE, only
MAKE YOUR CHOICE EARLY.
\$5.95
ALL OUR NEW STYLES INCLUDED IN SALE.
London Ready-to-Wear
256 DUNDAS STREET.

9 to 11 a.m. Monday Specials
R. H. & J. DOWLER, LIMITED.
SHIRT SALE! \$1.00 AND \$1.25 SHIRTS, 89c.
64 dozen \$1.00 and \$1.25 Shirts, full size bodies, fast colors. Two-hour sale 89c.
FREE—For two hours Monday, 9 to 11 a.m., with every Suit or Overcoat at \$15.00 to \$35.00, a pair of \$3.50 Trousers, fitted to size.
Remember Our Big 10-Day Exhibition Sale.
R. H. & J. DOWLER Limited
176 and 178 Dundas Street.

A Colossal Bargain!
250 only, Food Choppers, family size, with four steel plates, which cut anything eatable. Regular \$1.75. On sale, 99c
50 dozen Pocket Knives. Regular 40c, 50c, 60c. On sale 25c
25 sets Socket Chisels, with leather tipped handles (5 to a set), 1/4, 1/2, 3/4, 1, 1 1/4-inch.
Regular \$3.00.
On sale ... \$1.69
Cowan's Colossal Hardware
THE STORE WITH A STOCK.
125-7 DUNDAS STREET. 2 PHONES: 3461-3462

SPECIALS
At London's Big Shoe Store
60 WOMEN'S PATENT LACE BALS
Louis heel. Regular \$5.00. Saturday \$3.48
36 WOMEN'S GUNMETAL BUTTON AND LACE
Round toe, Cuban heel. Regular \$5.00. Saturday \$3.48
36 WOMEN'S GUNMETAL HIGH-CUT LACE
New walking heel. The very latest. Reg. \$7.50. \$5.89
Johnston & Murray
DUNDAS STREET.

ROSS' LIMITED
MANUFACTURING FURRIERS AND MANUFACTURERS
OF LADIES' GARMENTS.
On Sale Fair Week
FROM 10 TO 12 EACH MORNING.
Our Special Value Ladies' Hudson Seal Coats, sizes 36 to 42, 40 to 42 inches long \$150.00
Also the opportunity of selecting from OUR FUR STOCK, THE LARGEST IN WESTERN ONTARIO, any article which will be reserved for you on receipt of a small deposit. We welcome you to our showrooms.
196 DUNDAS STREET. PHONE 1319.

SPECIAL SALE
**\$5,000 STOCK OF
RUGS**
PRICES REDUCED 10 TO 35 PER CENT.
Come in and see our special display for this sale. Stock is new, bright and attractive, consisting of Axminsters, Wiltons, Brussels and Tapestry.
HERE YOU CAN SAVE MONEY—Freight paid on out-of-town shipments. A small deposit will hold any rug until wanted.
Wm. Trafford Furniture Co.
COMPLETE HOUSE FURNISHERS.
129 DUNDAS STREET.

C. H. WARD & CO.
DIAMOND MERCHANTS AND JEWELERS.
386 RICHMOND STREET.
Fair Week Specials!
DIAMONDS.—See the wonderful bargains that we are offering at \$5.00, \$10.00, \$15.00, \$25.00 and \$50.00. Diamond display in windows.
We are also offering special bargains in Watches, Jewelry, Rings, China, Clocks and Silver-Plated Ware.
CHINA DISPLAY IN BASEMENT.

**Ladies'
Sample
Boots**
Travelers' samples of the best American and Canadian makers—Patent Colt, Vici Kid, Gunmetal Calf, laced and buttoned styles; sizes 2 1/2, 3, 3 1/2, 4 and 4 1/2; widths A to D. Regular \$4.00, \$5.00, \$6.00 and \$7.00. Sale price \$2.49
Agnew's Boot Shop
182 Dundas Street. Eight Stores.

Read Chapman's advertisements for special selling during Fair Week. See large ad on page 3.
LADIES' SUITS
MONDAY MORNING, 9 TO 12 ONLY.
Don't miss this opportunity to buy a heavy new fall and winter or a lighter weight for present wearing. Special for Monday morning only \$15.95
NEW WINTER COATS
in handsome large collar models. This price for three hours only \$13.95
CHAPMAN'S
239, 241, 243 DUNDAS ST., LONDON.

Monday Morning Bargains
9 TO 12 O'CLOCK ONLY.
A special discount of ten per cent on all Women's Ready-to-Wear Suits, Coats, Dresses, Skirts, Blouses, Millinery and Furs.
Buy your new fall outfits in the morning and save ten per cent on your purchase.
The price tags will bear the regular price of each article, but when a purchase will be made in the morning the reduction of ten per cent will be made by the clerks.
Artistic Ladies' Wear Co.
211 DUNDAS STREET, LONDON.

**Twenty
New Fall
Coats**
On sale 9 to 12 a.m. Monday
\$16.50
Smart new styles in fall and winter weights, some received this week from New York. Reduced for this special event.
BRICK & DUNDAS, Limited
188 DUNDAS STREET.

THE BIGGEST ATTRACTION IN LONDON DURING FAIR WEEK WILL BE AT THE
Giant Clothing House
A GREAT SLASHING OF PRICES ON
800 RAINCOATS
Regular \$16.50, Fair week \$11.95
Regular \$15.00, Fair week \$9.95
Regular \$12.50, Fair week \$7.95
Regular \$10.00, Fair week \$5.95
By taking advantage of this sale you will save your railway fare or more.
120 DUNDAS STREET
Look for the Big Arrow Sign and name over the door before you enter. Wholesale and retail dealers in Raincoats. The largest high-class workmen's outfitters in Western Ontario.

Monday Morning Shoe Specials
No. 1—Ladies' All-Brown Kid 7 1/2-Inch Lace Boot, Plain Pointed toe, two-inch Louis heels.
Reg. selling price \$7. Monday morning price \$3.98
No. 2—Ladies' Gunmetal Calf 7-inch Lace Boot, English Walking design, low heels, pointed toes, extension soles.
Regular selling price \$5.00. Monday morning price \$2.98
Robt. Plants

HONEY DAY
IT'S SO GOOD, A LITTLE CLOVER HONEY GOES A LONG WAY.
5 lb. Can 95c : 10 lb. Can \$1.85
Dominion Seeds Limited
Successors to Darch & Hunter Seed Company.

ONE OF OUR SPECIALS FOR FAIR WEEK.
**\$10.00 KITCHEN
CABINET BASE.. \$7.95**
White wood top, 25x48 inches, two bins, two drawers, two cutting boards. \$1.00 takes it home. Balance \$1 weekly. See our window for specials.
Be sure and visit our store. There is a welcome for you.
Peoples Outfitting Co.
240 Dundas St. W. D. Thomas & Sons. Phone 5616

JUST ARRIVED FROM NEW YORK
**GEORGETTES AND
WASH BLOUSES**
in all styles at the lowest prices. Also
One dozen Crepe de Chine in various shades \$2.98
20 Wash Waists, regular \$1.50, for .89c
Special line in Serge and Silk Skirts, in navy and black, at \$5.45
Ten only Serge at \$5.65
Six only Serge at \$9.90
Metropolitan Suit and Skirt Co.
232 DUNDAS STREET.

MONDAY SPECIALS
25c Abbey's Salts 16c
60c Abbey's Salts 39c
Tanglefoot, 6 sheets 5c
15c Water Glass 10c
25c Tiz 16c
50c Pink Pills 28c
MANY BARGAINS EACH DAY OF FAIR WEEK.
Strong's Drug Store
184 DUNDAS STREET, LONDON, ONT.

**BENSON-WILCOX
ELECTRIC CO.**
ELECTRIC AND AUTOMOBILE SUPPLIES
**Electric
Lamps
1/4 Off**
Monday morning, between the hours of 9 and 12 o'clock, you may take your choice of all our Portable Electric Lamps at exactly twenty-five per cent off the regular price. Will it pay visitors and citizens alike to be here promptly for these bargains? Yes! It's a rare opportunity.

2 of Our Monday Specials
Women's All Kid
Laced, on a neat last, plain toe, all sizes, \$5.00 value \$3.00
Men's Brown Dongola
Laced, Goodyear welt soles, sizes 6 to 8 only, \$6.00 value, for \$4.00
At our Dundas St. Store, next to Advertiser Office.
ROWLAND HILL

Monday Specials, 9 to 12 a.m.
FALL OVERCOATS AND RAINCOATS, VALUES \$15.00 TO \$20.00, ON SALE \$12.75
WOMEN'S POPLIN RAINCOATS, GENUINE \$8.00 VALUE. ON SALE \$5.45
Stylish Mercerized Poplin Raincoats, of best English cloth, in shades of fawn, olive and brown; thoroughly rainproof; Russian sleeves, belted back, convertible collar, two-way style; sizes 34 to 44. On sale Monday morning only.
R. J. YOUNG & CO.