

LONDON MERCHANTS' SPECIAL FAIR WEEK SALES

Extra Specials Fair Week

Men's Suits	\$18.00
Men's Raincoats	\$10.00
Boys' Suits	\$6.95
Boys' Raincoats	\$3.50

OAK HALL
156 DUNDAS STREET.

With These Store Conveniences at Your Disposal, Make This Store Your Headquarters During Fair

This is to be the greatest Western Fair yet and, like all other people of London, we want the visitors to know that they have a warm welcome. The Millinery and Fall Fashion Displays will continue in every section of the store, showing the correct modes for women, men and children for seasons 1918-19.

Rest Room, second floor, where you may drop a line to your friends; free stationery supplied.

Information Bureau—Lost and Found Office. Post your mail here—Rear Main Floor.

Free Parcel Checkroom—Basement.

Ice Cream Parlor and Soda Fountain. Light lunches served also throughout the day—Rear Main Floor.

Telephone Booth—Second Floor.

Lavatories and Washrooms—For women, 2nd Floor. For men, 4th Floor.

Restaurant—Fourth Floor. Seating capacity 300 people. Breakfast, 8:30 to 10 a.m. Dinner, 11:30 to 2 p.m. Afternoon Teas, 3 to 5:30 p.m.; a la Carte Lunches all hours.

Canada Food Board License No. 10-208.

SMALLMAN & INGRAM

Buy Now and Save Money SAVE MONEY HERE

While on your trip to the fair Monday, Tuesday and Wednesday mornings, between 9 and 12 o'clock, we will give on any portable electric lamp an absolute guaranteed reduction of 25 per cent.

Benson & Wilcox Electric Co.
Electrical and Automobile Supplies.
246 DUNDAS STREET.

Wednesday Morning SPECIALS

9 TO 12 O'CLOCK ONLY.

Women's Vici Kid Lace Boots, plain toe, Louis heel, \$5.00 to \$5.50 values, all sizes \$3.89

Misses' Box Kip and Dongola Lace Boots, good serviceable School Shoes, sizes 11 to 2 \$2.19

Boys' and Youths' Boston Calf Blucher-Cut Lace Boots, leather insoles \$1.89 and \$1.69

25 only Brown Fibre Suitcases, sizes 22, 24 and 26, \$1.50 and \$2.00 values \$1.19

The MORRISON SHOE Co
123 DUNDAS STREET. 8 MARKET SQUARE.



WEDNESDAY, 9 TO 12 P.M., THE BIGGEST SPECIAL OF FAIR WEEK SALES

Gurranteed Salts' Plushes and All-Wool Velour Coats \$35.00

These are wonderful coats, with convertible collars, cuffs and belts. Some are fully and others are half lined; beautifully trimmed with plush, velvet, and some fur trimmed. All sizes 16 to 44. Regular to \$39 values. Wednesday morning only \$35.00

Artistic Ladies' Wear Co.
211 DUNDAS STREET.

OUR SPECIAL

For Western Fair Visitors is a line of Rugs. Our display consists of a full line of Axminsters, Wiltons, Brussels, and Tapestries, in all sizes up to 9x12 feet.

A Few Bedroom Rugs, Reversible, at \$8 and \$9
Extra Special Value

A large number of Axminster Rugs, 9x9 feet, at each \$30.00
These are specially reduced for Fair Week. See our full line.

Wm. Trafford Furniture Co.
COMPLETE HOMEFURNISHERS,
129 DUNDAS STREET. 11 MARKET SQUARE.

Wednesday Morning Specials 9 to 12 a.m. Only.

40 only, Pure Wool British Melton Overcoats, in dark grey shade, raised seams, raw edge, self or velvet collar. Sizes 35 to 44. Value \$30.00. Wednesday at \$22.75

5 Pieces Full Bleached Plain Cotton Sheeting, round even thread, 68 inches wide 49c

Women's and Misses' Early Fall Coats in all wool serges and fancy tweeds, in good colors. Regular \$18.50 to \$22.50 values. Wednesday \$15.00

R. J. YOUNG & CO.

ROSS' LIMITED

MANUFACTURING FURRIERS, ALSO MANUFACTURERS OF LADIES' CLOAKS AND SUITS.

Fair Week Specials

To our friends visiting the Western Fair we extend the following bargains:

ON 10TH INST., TUESDAY MORNING, FROM 9 TO 12 O'CLOCK.

1 Copen Silk Suit, size 40. Regular \$26.00, for \$12.50

1 Sand Silk Suit, size 18. Regular \$27.50, for \$25.00

1 Taupe Silk Suit, size 36. Regular \$28.00, for \$25.00

1 Taupe Silk Suit, size 40. Regular \$29.00, for \$20.00

1 Green Silk Suit, size 38. Regular \$28.00, for \$20.00

1 Green Silk Suit, size 34. Regular \$40.00, for \$37.00

1 Navy Silk Suit, size 35. Regular \$40.00, for \$28.00

1 Navy Silk Suit, size 34. Regular \$40.00, for \$35.00

1 Grey Silk Suit, size 35. Regular \$39.00, for \$25.00

1 Grey Silk Suit, size 35. Regular \$39.00, for \$25.00

PHONE 1319. 196 DUNDAS STREET.

A FEW WEDNESDAY SPECIALS

Men's Brown Laced, Neolin soles, English last, new. All sizes \$5.90

Women's Gunmetal, Laced, cloth top, sport last, \$4.00 value \$2.15

Women's Brown Laced, sport last, or high heels, \$6.00 values. All sizes \$4.90

Misses' Dongola, buttoned. A good \$3.00 boot. Sizes 11 to 2 \$2.15

Watch Our Windows for These and Others.

ROWLAND HILL

RELIABLE FOOTWEAR.
Main Store—189 Dundas Street, Next to Advertiser Office.
Branch—429 Hamilton Road, Bourne's Block.

Taylor Drug Co. Specials

Every Item Puts Real Money in Your Pocket.

- 1.—1-lb. Water Glass 16c
- 2.—25c Listerine 19c
- 3.—Castile Soap 29c a long bar

TAYLOR'S
6 Cut-Rate Drug Stores

HEINTZMAN & CO.

Special Piano Bargains

\$400 Used, Upright Piano \$125

\$300 Used, Upright Piano \$75

FROM 9 TO 12 ONLY.

Heintzman Hall

Dundas Street, London.

A Big Special for Phonograph Lovers

Seven-inch Double Disc Emmerson Records

25 Cents

London Phonograph Co.

W. J. WRAY & CO.,
234 DUNDAS STREET.

R. H. & J. DOWLER, Ltd

9 to 12 Monday Forenoon
BIG FAIR SPECIALS

\$20.00 English Wool Cravenette Raincoats... \$13.50

\$22.50 English Wool Cravenette Raincoats... \$16.50

150 pairs Men's English (old cloth) Trousers... \$3.19

250 pairs Boys' \$1.50 Bloomers, full lined \$1.19

25 dozen Men's and Boys' 75c Tweed Caps 59c

Men's Early Winter Combinations, all sizes, \$2.40

MEN'S SUITS, WINTER AND FALL OVERCOATS.

At a clear saving of 20 to 40 per cent.

50 dozen Men's \$1 Work Shirts, big bodies 79c

MARA'S Fair Week Specials

SEALETTE COATS.

First showing of Salt's Sealette Coats, made of best-quality imported sealette; all made with large, convertible shawl collar, in two styles, in flared coat with belt and plain flared, in sizes 32-46. Regular \$50.00 value. Fair Week Special \$32.00

READY-TO-WEAR HATS.

Just opened, New Fall Ready-to-Wear Hats, in silk, velvet, plush, satins, velours, felts and combinations. Specially priced for Fair Week, each \$2.00 to \$5.00

SILK POPLIN.

25 pieces, 36-Inch Silk Poplin, for ladies' fall suits, dresses and separate skirts; very heavy quality, glossy, in black and all colors. Worth \$2.00. Fair Week Special, yard \$1.39

Men's Wholstock Work Boots

Genuine Wholstock Leather Boots, tan or black heavy soles, solid heels and counters. Boots worth \$5.00, for \$3.95

Men's Brown Walking Boots

Dark Brown Calfskin, with Neolin soles and rubber heels, neat English last. Worth \$7.00, for \$4.95

AGNEW'S BOOT SHOP

182 DUNDAS STREET.

THREE BIG SPECIALS

At London's newest Ladies' Ready-to-Wear store
Fair Week only.

Beautiful Coats—
Well made of best cloth \$22.50

STYLISH FURS—
Set of Black Russian Wolf \$15.00

CHIC MILLINERY—Specially trimmed Hats,
different shapes, shades and trimmings, at \$4.95

Royal Millinery and Ladies' Wear

246 DUNDAS STREET.

On Sale from 9 to 12 Monday Shirts, 89c

Real Bargains—Hard cuffs, in black and white stripes, blue and white stripes, in all sizes from 14 to 16½.

SELAK

CORNER CLARENCE AND DUNDAS.

The London Advertiser

"Supreme in the Field."

FIRST in ADVERTISING.
NEWS.
CIRCULATION.

Service to both advertiser and reader 24 hours of the day.

A SPECIAL SALE FOR WEDNESDAY MORNING ONLY

Black Paillette Silk

36 inches wide, soft satin finish, on our Second Floor, will be featured; this desirable weave of silk taken from our regular stock at \$2.50 a yard. Special price \$1.75

Shop early for this worth-while bargain.

GRAY'S, Limited

140 DUNDAS STREET. PHONES 115-116.

Brick & Dundas, Limited

10 only Black Navy, All Wool, Serge Skirts, 23 to 26 bands \$3.95

WOOL VELOUR COATS

Made from fine quality velour, belt all around, full skirt, gathered at belt, convertible collar, navy, brown, burgundy, taupe \$29.75

Brick & Dundas, Limited