

SHOP IN
LONDON
FAIR WEEK



FAIR WEEK

VISIT THE
WESTERN FAIR
NEXT WEEK

VISITORS to the WESTERN FAIR

Why not plan to do your fall and winter buying when in to the exhibition this coming week?

Remarkable Savings
and Values In

LADIES' and
CHILDREN'S

COATS, DRESSES,
FURS and MILLINERY

Styles That Are New and Different at
Prices You Wish to Pay.

PHONE 8053.

Holiff's

Arcade Building
229 Dundas Street.

Open Friday and Saturday Evenings.

CARS SHOWN AT WESTERN EXCEL IN ALL RESPECTS

New Models Are Result of Con-
stant Study and Many Im-
provements.

AN INTERESTING DISPLAY

Always one of the most interesting exhibits, and certainly this year one of the largest, the automotive display at the Western Fair, both of cars and accessories, will show the confidence of the purveyors of this class of merchandise in improved business conditions. Pessimistic forecasts cannot be directed against the automotive trade this year. Actual new-car registrations for this year have already exceeded last year's full year car registrations, with five months still to go. Remarkable, too, is the fact that this increase in business has not been due to great increase in the sale of lower-priced cars. Advances have been made over last year's figures in cars over the \$2,000 mark.

With these facts upon which to base conclusions, it is safe to look for increased interest in this annual opportunity to study and compare the congregated exhibitions of new models in the manufacturers' building. It will afford a great opportunity to view an assembled representation of the handwork of the motor manufacturers. The general public of today is motor wise and the Western Fair is an opportunity to further study the price, type, equipment, and mechanical differences of the various makes of cars. From fully informed salesmen the reasons for the popularity and selling attraction of the various makes of car can be learned. Here can be learned why Canada has some 24 different nameplates shown instead of some 60-odd as in the United States. Here, also, can be learned the reason why Canada's automobile sales executives have concentrated on these particular cars to the elimination of the rest, and here can be decided your next car purchase.

Innovations. Not only is the show of cars itself of great value, but under the roof of the manufacturers' building the latest

inventions and accessories will be shown, together with extensive truck exhibits. The farmer can learn of the latest automotive helps for agriculture. Complementary lines to the automotive trade will be displayed and explained, and at most booths executive officers will be found ready to talk business to the prospective distributors for their various propositions.

In the cars of this year great changes have been noted in the riding qualities. Constant study from progressive automotive engineers, in which spring action has been analyzed, has brought motors to the Canadian market which have the utmost need to true comfort. Lubrication has also been a problem for the engineers, but in viewing the latest models, testing them and realizing that they are more economical to operate and run with greater smoothness, it can be realized that their problem has almost been solved.

A Motor Mecca.

The Western Fair exhibit will be one worthy of the city of London and Western Ontario, a motor mecca for all parts of Ontario and the United States. The authorities have been assured of a display which will eclipse those of any former years. The latest models of all dealers, the height of their workmanship, will be on exhibit.

The new air brake system will be a novel display. This modern motor innovation is the outcome of dissatisfaction at the hand brake system, which is claimed to be insufficiently strong for heavy cars.

At the Western Fair will be seen the latest models of McLaughlin, Buick, Hudson-Essex, Chrysler, Roco, Jewett-Paige, Dodge, Ford, Chevrolet, Packard, Studebaker, Overland, Nash, Willys-Knight, Cadillac and many others. More space than in other years has been devoted to the motor exhibit this fall, the Western Fair directors realizing that this display is one which bears a strong appeal to the public, and that almost every auto owner is an enthusiastic motor follower.

It is expected that a few European cars will be shown, particularly those which are now manufactured in England, but command a big sale in the dominions.

A Special Proposition Awaits You At the Fair

MAKE YOUR VISIT PAY YOU

Our piano opportunity will
make a trip to Western
Fair more worth-
while than ever

BRING THIS COUPON

See our complete exhibit of the famous line of Sherlock - Manning Pianos, known as "Canada's Biggest Piano Value" and the well-known Doherty Pianos.

Our stand is at the left of the front entrance to the Main Building, and contains
UPRIGHTS GRANDS PLAYERS
WELTE-MIGNON REPRODUCING
GRANDS SMALL UPRIGHTS

COUPON

This Coupon entitles the bearer to our Special Piano Proposition for Western Fair visitors only.

Present it at our booth in the Main Building, immediately to the Left of the Front Entrance, and our representatives there will lay before you our attractive offer.

Good Any Day of the Fair.
SHERLOCK-MANNING PIANO CO.
London, Canada.

Thoughtful for the Comfort of Others

Considerate For the Convenience of Others, Interested in Helping Make Home Livable, Lovely and Restful

constitute the trinity of ideals behind the Thomas policy of a fair deal to all that has resulted in an ever-increasing demand for more service and choice in selection until the little store in London East, where Thomas started, could be set down and hardly noticed in the spacious new store on Richmond street. Also there is the Interior Decorative Department at 240 Dundas street. In the new store there are five wide, deep, well lighted floors of furnishings that rank with Canada's leaders for both taste, style, open clear price cards, sincere service and a choice in selection usually found only in the larger metropolitan centers. And you will be agreeably surprised, too, with Thomas' prices. Every day customers and friends are discovering the fact of lower prices

at Thomas' for fine furniture they had thought it necessary to go to larger centers for. It pays in both money and home pride satisfaction to shop at Thomas'. Now is the time to get the home ready for Fall and Winter. So that, when cooler days arrive and the home interior becomes the center of the family circle, it will have the charm, the livableness that one likes to associate with home. Then, too, there will be present the comfortable feeling of having saved substantially on everything purchased during these pleasurable days of shopping at Thomas'. Come in during Fair Week; you are sure to see something you need. And we want you to feel at ease in using all our facilities of store service, during Fair Week.



The following suggestions from displays about the store will point the way to your nearest desire.

The latest styles and designs in period and modern Dining-room and Bedroom Furniture.
The newest colors and finish in your favorite wood.
The beautiful covering in upholstery fabrics.
The antique Oriental and Domestic Rugs in their wonderful designs.
The exclusive Silks, Damasks, Velours, Satins, Foyer Cloths and other drapery fabrics in their harmonious colors.
The comfortable and better grades of Bedding.
The luxurious Baby Strollers, Carriages, Cribs and necessities.

The attractive Reed Suites and novelties in their pleasing colors and coverings.
The handsome Lamps and Decorative Shades in silks and parchments.
All the new shades and quiet, plain effects in Wallpapers that add so much of taste and warmth to your rooms.
The dainty and cheerful Breakfast-Room Suites painted in the new duotone.

356
Richmond
Street

Thomas Furniture Co. Limited
TWO STORES

240
Dundas
Street

"EVERYTHING IN HOME FURNISHINGS"

POPULARITY OF ESSEX AND HUDSON PROVEN

Volume of Business Is Thousands Ahead of Other Sixes.

The numbers of new Hudson and Essex cars on the street is proof of their popularity, says Chas. F. Jones, Hudson and Essex distributor. Even without the stimulation of new

models, Hudson-Essex business is maintaining a record pace of activity. The remarkable record of cars sold in this city, it is declared, is simply in line with business done all over Canada and the United States—a business which has placed Hudson-Essex as the largest makers of six-cylinder cars in the world.

"Nearly a year ago our motorists began to recognize the outstanding values in Hudson and Essex," said Mr. Jones. "Now this knowledge has become far more widespread, with the result that the Hudson-Essex is doing a volume of business nationally which is thousands of cars a month larger than that of any other maker of six-cylinder cars. As Hudson-Essex volume has increased, the pur-

chase has been given the benefit of constantly lowered prices, so that now our cars sell for the lowest points in their history, and at less than half their 'peak' price. It is no sure thing that prices can be maintained at so favorable a level.

"Such a program does not make for a radical series of ups and downs in business, but rather results in a consistent and steadily growing volume. It depends on the public coming gradually to realize what Hudson and Essex offer, and, advantage, 'value for the money'."

"Sometimes we are asked, 'What is the reason behind Hudson and Essex economies and lowered prices? What are the distinguishing features of Hudson-Essex manufacturing economy? How can prices be cut and quality improved?'"

"First, as we said, Hudson-Essex is the largest six manufacturer in number of cars made. Secondly, it is a specialist in enclosed cars, 90 per cent of its entire production being in the popular Hudson and Essex coaches. Thirdly, overhead expense is light, and it is divided over the combined totals of Hudson and Essex. Fourthly, Hudson-Essex originated the coach, has made over 300,000 of them, and naturally knows how to build them well and economically. Hudson and Essex sales' leadership all over the world is proof that motor car buyers know and appreciate these facts."

icious "goodies" to all boys and girls with Silverwood's Safe Milk Bottle caps. This is a unique feature of Fair Week and one which will be endorsed by children everywhere.

NEW RUGS FROM OLD.

If you are one of the thousands of thrifty home-makers to whom "Velvetex" is a household word, this story will not interest you, as you already have inside information, and have no doubt told the story to your friends many times, after they have admired the beautiful rugs in your home. Now for the story, and, best of all, a true story. Down on Carling street there is a firm where they make the most beautiful velvety reversible rugs which represent years of painstaking experiment. They are returned to you in "Velvetex" rugs, which will wear, not out, but practically a lifetime, growing more mellow in tone as the years go by, and never flashing in color with the other furnishings; in short, a joy forever.

"Velvetex" rugs are in the best homes in Canada, but they are within the reach of most humble, as they are a real economy; in fact, there is nothing to compare with them for value, since they are five times as thick as the original carpets. That one of the largest institutions in Ontario had over 2,000 yards of carpet made into "Velvetex" speaks well for these rugs. How, then, do hotels, churches, lodges and professional offices are among satisfied customers who have sent old carpets to the Canada Rug company to be converted into fine new everlasting rugs. Be sure to see the Canada Rug Company's exhibit at the fair.

PUBLICITY THAT HELPS BUILD A BETTER CITY

Publicity that makes a city better known came to the city of London through the D. S. Perrin Company exhibit at Toronto exhibition. Mr. T. W. McFarland, president of the company, has received many congratulatory messages. The exhibit was a revelation to the public of what has been accomplished in the production of biscuits and candy by a purely Canadian-owned company. Mr. McFarland is delighted with the reception given by the public to the company's efforts to please.

SEE THE DENNISTEEL & DENNIS-LUPTON

All-Steel Exhibit in the Manufacturers' Building (South Entrance.)

All-Steel lockers, shelving, lavatory compartments, office, store and factory equipment.
Wardrobe Lockers.
Golf Club Lockers.
Gymnasium Equipment.
Lavatory Compartments.
Storage Cabinets.
House and Office Safes.
Office Partitions.
Adjustable Shelving.
Etc., Etc.

All-Steel automotive store and factory equipment.
Automotive Storage Systems.
Display Counters.
Display Shelving.
Heavy Storage Shelving.
Factory Equipment.
Bins, Racks, Cabinets.
Complete systems for the storage of automotive parts and accessories.

Catalogue, Etc., Mailed on Request.

Steel is the Thing
THE DENNIS WIRE AND IRON
WORKS CO. LIMITED
LONDON
CANADA

Branch Offices From Coast to Coast.

FREE POPSICKLES FOR MILK BOTTLE CAPS

Silverwood's Unique Plan Will
Please Young Fair
Visitors.

A novel exhibition feature which will prove all-popular with young visitors to the fair is the plan, promoted by Silverwood's, Limited, to give the children free ice cream, popsickles, and other confections and refreshments in exchange for Silverwood's Safe Milk Bottle caps. All youngsters going to the Fair are advised to collect and save these Safe Milk Bottle caps. A quart bottle cap is worth one cent and a pint cap half a cent. Children can buy these instead of coppers to buy drinks, ice cream, etc., during the whole of Fair week. The Silverwood Booth will operate from morning till night, giving de-