

A Big Sale of High-Class Homefurnishings

EXTREMELY LOW PRICES THE RULE

LACE CURTAINS

A speciality with us. Designs selected possess a high artistic merit as well as being exclusive. Many are shown in the new ivory or beige color. These prices are good for Fair Week only. Not our entire stock reduced, but a large number of lines. Read below:

NOTTINGHAM CURTAINS

Regular \$1.00, for...\$75c
Regular \$1.50, for...\$1.00
Regular \$2.00, for...\$1.40
Regular \$2.50 and \$3.00, for...\$2.00

CABLE NET CURTAINS

Regular \$3.50, for...\$2.60
Regular \$4.00, for...\$3.00
Regular \$4.50 and \$5.00, for...\$3.85

IRISH POINT CURTAINS

Regular \$6.00 and \$6.50, for pair...\$5.00
Regular \$7.00, for pair...\$5.50

ODD LOTS OF 1, 2 AND 3 PAIRS

of fine Irish Point, Brussels and Renaissance Curtains at sweeping reductions.
Regular \$10 pair for \$7.50
Regular \$12 pair for...\$9
Regular \$15 pair for \$11.50
Regular \$25 pair for...\$18

Furniture Covering in French Tapestry

Regular \$1 \$1.50 \$2
Sale price 50c 90c \$1.30
Regular \$2.50 \$2.75 \$3
Sale price \$1.75 \$1.90 \$2.25

DOUBLE-FACED VELOURS

Plain. Regular \$2.25 for \$1.75. Figured, regular \$2.00 for \$1.25.

CURTAIN REPPS

Plain and figured. Regular \$1.50, sale price 90c

DRAPERY SILKS

Reversible. Regular \$1.50 yard, sale price...90c

DRAPERY MATERIALS

Various materials and patterns. Regular 75c yard, sale price...40c

MOIRE PARLOR DRAPERY SILKS

Regular \$2.00, for...\$1.35

FRENCH CRETONNES

Regular 40c yard, sale price...25c

CURTAIN MADRAS

Colored. Regular 60c for 40c. Regular 75c for 50c. Regular \$1.00 for 70c.

BRUSSELS SASH NETS

Bordered. Regular 50c for 35c. Regular 35c for 20c. Frilled, regular 25c for 15c. Regular 40c for 25c

For Exhibition Week

This is our first sale since we opened our store in London several months ago. Our goods are of that high-class nature which appeals to lovers of the artistic in homefurnishings and decorations. They do not require the boom efforts of a sale to sell them, but nevertheless we are going to hold a sale.

Why? Because we desire to make the acquaintance of the visiting thousands who will be in the city next week. We have a large city trade, but desire an immense outside business as well. Hence, we are offering great inducements for Exhibition visitors to drop into our store and see the most complete homefurnishings establishment in Western Ontario. We also cordially invite city people to take advantage of these liberal savings.

New Homes Are Now Ready to Decorate and Furnish. The Time is Opportune. Bargains are Rare. Sale Starts Monday.

SKETCHES AND IDEAS ARE GIVEN FREE

On request. We can show you how papers can be put up to secure the most effective result. The handsomest and most inexpensive ways of treating woodwork. Unique suggestions for dens. We are specialists in interior decoration and homefurnishings.

SEE EXHIBIT AT FAIR

H. P. Lang Co., Limited
124 DUNDAS STREET, LONDON.

NOTE THESE LARGE SAVINGS

CARPETS

Everything high-class, designs exclusive and qualities reliable. This is a great chance—don't miss it.

AXMINSTER CARPETS

Regular \$1.65 yd. for \$1.35
Reg. \$1.85 and \$2 for \$1.50
Regular \$2.50 for...\$1.75

ENGLISH WILTONS

Regular \$1.50 and \$1.60, for...\$1.25

SUPER ENGLISH BRUSSELS

Regular \$1.50 for...\$1.20
Regular \$1.35 for...\$1.15
Regular \$1.25 for...\$1.00

ENGLISH TAPESTRY CARPETS

Regular 75c and 80c yard for...50c

EXTRA SUPER WOOL CARPETS

Regular 90c for...60c
Regular 75c for...50c

RUGS

All Are Room Sizes.

AXMINSTER RUGS

Regular \$32 for...\$25
Regular \$35 for...\$27

WILTON RUGS

Regular \$32 for...\$25
Regular \$35 for...\$27

SMYRNA RUGS

Reversible.
Regular \$25 for...\$19
Regular \$32 for...\$26
Regular \$27.50 for...\$22

BRUSSELS RUGS

Regular \$18 for...\$14
Regular \$27 for...\$19
Regular \$20 for...\$15.50

WOOL SQUARES

Regular \$8 for...\$6.00
Regular \$10 for...\$7.50
Regular \$12.50 for...\$10

IMPORTED WALL PAPERS

All our papers are imported. Many are real novelties. All are exceptionally artistic. The designs are exclusive.

FINE PARLOR EFFECTS

Regular 50c and 60c roll for...30c

FRENCH TAPESTRIES

For Halls, Dining-Rooms, Libraries, etc.
Regular 75c and \$1 roll for...50c

BEDROOM PAPERS

Reg. 25c and 30c for...15c

DECORATIVE PANEL EFFECTS

Along with these we will offer a great many
at big reductions.

THE PICTURE POSTAL CARD

Continued from Page 13.

bounds it may not be long before the postoffice department will be self-supporting in spite of the immense sums paid to the railroads for transportation. Every cross roads store now has a case full of the picture postals; they are a part of the equipment of every summer hotel; on the trains they sell in sets; in the larger cities they are the sole stock of some of the stores; the street peddler makes a living out of them; they are the continuous chain between the vacationists and the stay-at-homes; albums are filled with them by the artistic as well as by the sentimental; they flood the land with a mighty tide of color; the works of the old masters, the conceits of comic artists, the solicitations of the advertising tribe, everything pictorial that may hit the popular taste or fill "a long-felt want" is now exploited by the cheap and convenient postal card, which at the same time may carry a message or a salutation from the sender on the address as well as on the picture side. There is a great subject for the industrious literary hack in the rise and spread of the illustrated postal card. In time it will have a literature of its own.

WILLIAM LE QUEX'S DARING TRIP

Continued from Page Thirteen.

the Lapps at Hammerfest we shall return to England, and the expedition proper will start about the middle of November. The journey throughout will be done by reindeer, sleds. We shall have eighteen of them, each drawn by six reindeer. Altogether we shall use between 1,200 and 1,500 of them. We shall take a six months' stock of provisions with us, and fuel, too, for the same period, as none is obtainable in the country. In addition to our Lapp attendants we shall have with us a mineralogist, a photographer, and two friends who will go along for the fun of the thing. "One result of the expedition, I suppose, will be a book." "Of course, and an interesting book. It ought to make, for the remote Laplanders—their manners, customs, modes of life, etc.—little is known. But there are other objects in view besides the production of a book. One, which may prove to be of great practical importance, is to ascertain whether the reports of huge deposits of tin and petroleum said to exist from Lake Enare eastward, to Archangel, are correct. That, especially, is where the mineralogist will come in." "How long do you estimate it will take you to make the journey?" "Probably between four and five

months, but, as I have said, we shall go provisioned for six months. The route taken will be approximately as follows: From Atten Fjord, Norway, to Kamsjok and south to Kautokelino, then to Menesjarvi. From Menesjarvi we shall make our way to Ahokla, and Sodankyla, taking in Enare, a large reindeer station. From Sodankyla we shall proceed to Kola peninsula. The region is uninhabited and our journey through it is likely to be beset with many difficulties. From Kola we shall proceed to the White Sea. That will be the hardest part of our journey on account of the deep snows and furious blizzards that there prevail. From Kem to Archangel it will be fairly easy going, we expect.

"The distance covered will be about 2,800 miles. A few weeks after we start we shall find ourselves in the Arctic night and shall probably have to lay up for six weeks until the sun makes its appearance above the horizon again and gives us a little light, or the Aurora Borealis supplies sufficient illumination to enable us to make headway. We have a stiff job before us; we are going where white men have never been before, we don't know just what difficulties and dangers we may encounter, but I am looking forward to the prospect with huge delight and so is De Windt."

Short, of moderate build, dark, with a thick brown, almost black mustache, strongly marked eyebrows, Mr. Le Queux bears some physical likeness to Rudyard Kipling. The resemblance, however, is only superficial, for his complexion is olive, not mahogany while the glance of his eager brown eyes has none of the intensity of Kipling's gaze. But like Kipling he gets his inspiration from real life. He believes in seeing things as they are about. The marvel is that he has been able to do and see so much and at the same time write so much. "The ordinary reader," he says, "who imagines that I simply sit down and write my stories as hard as I can, and think they cost me no effort, would be surprised if he knew the years of toil and patience I have gone through and the dangers I have encountered in getting together the material which I use in my novels."

His last search for material, from whence he has just returned, carried him to Macedonia and northern Albania. He was the first Englishman to visit the brigand tribe of the Skrelli who live in "The Accursed Mountains" north of Macedonia. He is an uncommonly interesting man and has an uncommonly interesting career. Born in London, 43 years ago of a French father and an English mother, a nomad by birth and education, he has been a wanderer all his life.

"My youth," he said, "commenced in Paris, where I became one of a crowd of merry, easy going students of the Quarter Latin. I tried art, but failed ignominiously. I preferred to play students' pranks to studying, and at last, by reason of my youthful buoyancy getting the better of me, my

father—my dear mother was dead—cast me off as utterly incorrigible. I was a ne'er-do-well, he declared, and so I became one of the flotsam and jetsam of student life in Paris."

For a year he lived the life of the road. Then he entered the service of a firm of silk manufacturers as clerk. Quickly tiring of such a humdrum occupation, he knocked about for another year, experiencing all sorts of strange ups and downs, but generally "downs." He returned to Paris and betook himself to scribbling for some weary months, barely making enough to keep him. At last he got a position on a paper. A somewhat sensational story he wrote, founded on his own experience, attracted the attention of Zola. Zola advised him to stick to journalism with the idea of eventually becoming a novelist. He came to England, and for several years combined newspaper work with fiction. At last his success in the latter field enabled him to give up the journalistic bread and butter grind altogether.

He crossed the Sahara from Algiers in Salah, with a French military expedition, the result being his novel "Zoraida." He wandered through Spain. He crossed Russia and Siberia to Tomsk. He visited Tunis and Egypt, Norway, Sweden, Poland and Italy in succession. London has displaced Paris as the center of luxury and fashion to which come during the season the rank and wealth of the whole world as once they flocked to Imperial Rome, or at a later date to the Paris of Louis XIV. English is the tongue in daily use in more than half the royal families of Europe, and English nurses are the As a further instance of the social earliest teachers of their offspring, hegemony of England, the curious fact may be mentioned that although there is not a single first-class hotel in London which is not manned and "staffed" by foreigners, nearly all the newest and most fashionable caravanseries on the continent are constructed according to English ideas of comfort, and are named after some English town or hotel, such as Westminster, Windsor, Bristol, Savoy, or Carlton.

But all this glory may yet prove to be like Nineveh's and Tyre's.

What more natural than to expect that the radiating center of so much social prestige and power should constitute in itself a basis of rock-life stability? Instead of this being the case, we find a peculiar form of Emotional Unrest prevailing every sphere of English polite society. Even with regard to foreign politics in which England has recently scored phenomenal successes, the public mind is in a state of chronic uneasiness. Those who are acquainted with the uncompromising, almost immovable rigidity of English standards of thought and conduct in other days—even fifty years ago—might well be amazed at what they see around them today.

Feather Beds, Pillows and Mattresses renovated and sterilized; also manufacturers of Mattresses, Feather Pillows, Cushions and Spring Beds. Brass and Iron Beds, Stoves, Furniture, Camp Beds, at the Feather Bed, Pillow and Mattress Cleaning Factory. J. F. HUNT & SONS, 553 Richmond street. Phone 997.

Three countries supply most of the hops that go into the channels of international trade. These countries are Germany, the United States and Austria-Hungary. London, Nuremberg and New York are the world's three leading hop markets.

THE UNREST IN ENGLAND

[Sidney Whitman in Fortnightly Review.]

The British Empire has reached an unprecedented height of power; it enjoys almost unequalled consideration abroad. Within the memory of men scarcely past middle age, England has nearly doubled the area of her possessions, so that today she holds sway over something like one-fifth of the inhabited globe. As an adjunct to the unique political status, she wields practically unchallenged the social hegemony of the world—that is to say, the English gentlemen's social habits, their standards of conduct, their ideas of conventionality are admired, accepted and imitated, as were once those of Italians and Spaniards, and more recently those of the French—everywhere in polite society—from New York to St. Petersburg. London has displaced Paris as the center of luxury and fashion to which come during the season the rank and wealth of the whole world as once they flocked to Imperial Rome, or at a later date to the Paris of Louis XIV. English is the tongue in daily use in more than half the royal families of Europe, and English nurses are the As a further instance of the social earliest teachers of their offspring, hegemony of England, the curious fact may be mentioned that although there is not a single first-class hotel in London which is not manned and "staffed" by foreigners, nearly all the newest and most fashionable caravanseries on the continent are constructed according to English ideas of comfort, and are named after some English town or hotel, such as Westminster, Windsor, Bristol, Savoy, or Carlton.

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CATS AS FISHERMEN.

"Cats," said a naturalist, "are very fond of fishing. I have personally known three feline fishers. One was a mere acquaintance and used to fish in a trout stream. The other two were adornments of a country house in which I lived, and during the summer months used to fish in a nearby lake every morning. They would crouch on the shore and suddenly jump into an advancing wavelet, very frequently bringing out a small fish. When they had kittens I have sometimes seen them bring up to the house three fish in the space of an hour."

I know of a cat whose home was close to a stream, that was a regular and accomplished fisher. She was a half Persian. Her daughter belongs to friends of mine, and I have myself seen this latter watching the goldfish in the children's aquarium, which at that time was open at the top and a broad window seat. Puss put in one paw and stirred the water

violently, then sat down to watch with apparent satisfaction the terror of the fish, which she could not on that occasion reach. Once the family found she had caught one and killed a second, so the aquarium was afterward always covered by wire or net.

One of this cat's kittens belonged to me, and during her short life of under a year, was very dependent on human companionship. She came up to my bedroom frequently the first thing in the morning, and always took great interest in my wash basin, from which she would fish out the sponge or soap, and liked to have her paw in the water. She had to be kept out of the bathroom, as more than once she deliberately jumped into the bathtub when it had in it a depth of two or three inches of water. If this daughter and granddaughter of the original fisher had lived near water I think the fishing instinct would have developed, as the three generations all showed a fondness for this ele-

ment, which cats, as a rule, are supposed to avoid.—Philadelphia Ledger.

IN HAWAII.

Yesterday, on one of the King street cars, a Japanese woman got off backwards and hit the pavement with a distinct chug. The car was stopped with a jerk and the conductor got of frontwards, notebook in hand, to ask the usual questions. The astonishment of the woman over so much attention was grotesque, but when the meaning of it all finally dawned upon her she bowed very low to the conductor and said humbly, "Excuse me, I not know." The ripple of laughter in the car unnerved her, and shaking a kimonoed arm at the motorman, she added, "You go 'long now." As there was a shyster on board who showed signs of getting off to interview the woman on the subject of a damage suit, the car was sent full speed ahead. Unhappily, the shyster did not try to jump off backwards.—Hawian Gazette.

G. W. & L. Piano FAIR WEEK Bargains

STORE OPEN EVENINGS

PIANO LIST

One Dominion, was \$300, now \$195
One Craig, was \$400, now \$265
One Mendelssohn, was \$325, now \$245
One Gourlay, was \$425, now \$305
One Gourlay, was \$500, now \$380

ORGAN LIST

One Thomas, 6-octave, piano-cased, was \$140, now \$55
One Dominion, 6-octave, piano-cased, was \$150, now \$100
Clough & Warren, 5-octave, was \$75, now \$15
And Many Others

Easy Terms—All Pianos Guaranteed.

Gourlay, Winter & Leeming
Factory Store - - - - - 195 Dundas St.
E. W. EXLEY, Manager.