



'Economy' -- the Watchword

In these days of rapid-fire conditions, during which the face of the map is changing almost daily—when we talk in millions and spend in billions—when costs have reached a point never before experienced in the history of the world, every home must look well to how the family purse is spent.

Every Mason & Risch store offers opportunity to save not to be had elsewhere for same quality products. High-grade instruments, square-deal prices, and clean-cut business methods have been the dominating factors in the building of this tremendous business. For almost a half-century we have been bidding for the verdict of public opinion, and have grown into the confidence of our patrons daily.

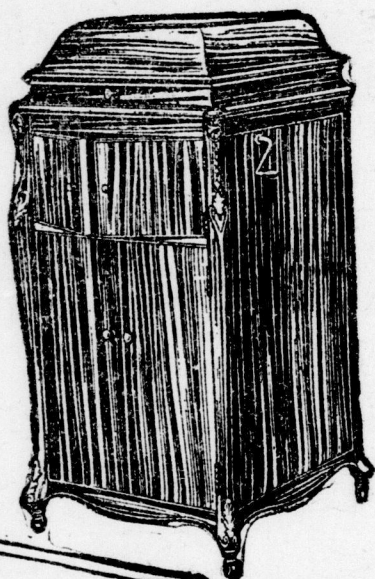
Selling our pianos direct from "factory to home," we give the buyer the unique privilege of saving the middleman's profit. Visit our exhibit or store, or write us for catalogues and particulars of this plan. Don't hesitate to embrace the advantages offered through this proposition.



"Music Will Help You Keep Step With the Spirit of the Loved Ones At the Front"

Victrolas

The marvelous musical instruments that reproduce the voices of the world's greatest singers with absolutely human, lifelike effect, are made in a variety of styles and sizes and at prices that place them within the reach of every home. You'll not know how really easy it is to own a Victrola until you give us the opportunity of explaining our weekly and monthly payment plan.



You will enjoy visiting both our exhibit at the Fair and our down-town store. Make yourself at home in either place—hear some of the latest and best music. You'll be more than welcome.

"THE HOME OF THE VICTROLA"
EVERY STYLE—EVERY PRICE.

Mason



AND THOUSANDS OF RECORDS
FOR YOU TO SELECT FROM

Risch
Limited

248 Dundas St., London.

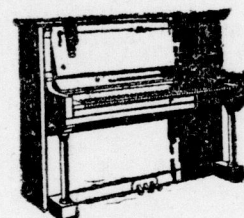
97 Ontario St., Stratford.

Small Instruments

of every description and highest quality, bought in large quantities and at lowest prices of which you are given the benefit. Here you will find anything that you may want—Violins, Guitars, Banjos, Ukuleles, Mandolins, Harmonicas, Flutes, etc. Also Sheet Music in large assortment of latest "hits" and popular selections.

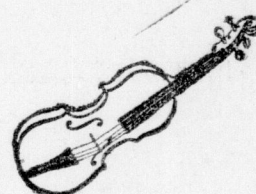
Pianos

the products of the leading factories are to be found here side by side in friendly competition. Just think what it means to you to have the opportunity of examining in one store instruments of such merit as the Mason & Risch, Bell, Henry Herbert, Harmonic, Homer, Classic, in Upright, Grand and Player Pianos.



Department Exchange

Those who have never investigated the character of pianos and organs we offer in our exchange department should do so and learn of the remarkable values that can be secured. Many instruments used, but in excellent condition, are quoted at special prices providing a rare buying privilege. Call in or write for complete list and easy-terms offer.



Consult an Expert

About Your Wiring Needs and Electrical Conveniences Which Will Make Your Home Modern.



FANS FOR THE HOT DAYS
HEATERS FOR THE COOL NIGHTS
TOASTERS, IRONS, COOKERS

and the great labor savers

TROJAN WASHING MACHINES &
OHIO & REGINA VACUUM CLEANERS

A complete line of Portable Lamps, Shades, Batteries, Attachments and Supplies of all kinds at prices hard to beat.

Special 10 Per Cent Discount on All Fixtures During Fair Week

J. H. POLLOCK

EXPERT ELECTRICIAN

Phones: Day 5762, Night 3259.

397 Clarence Street

IGNITION TROUBLES REMEDIED

CUTICURA HEALS ITCHING ECZEMA

So Bad Could Not Sleep.
Red With Water Blisters
and Burning.

"I had eczema so bad I could not sleep. It first started on my arm, then I had it on my body so that I could hardly wear my clothes, and I had to stay in bed. My flesh was dark red with water blisters, and burning and itching. Everything I tried seemed to make me worse, and I had the trouble for nearly two years. I read about Cuticura Soap and Ointment, and I got them. They did me good right away, and now I am entirely healed." (Signed) Mrs. Peter McIntosh, French River, Ont., April 10, 1917. How often such distressing, disfiguring skin troubles might be prevented by every-day use of Cuticura Soap and Ointment for all toilet purposes. For Free Sample Each by Mail address post-card: "Cuticura, Dept. A, Boston, U. S. A." Sold everywhere.

SORE THROAT

IS A COMMON AILMENT WHICH UNLESS CHECKED IN TIME MAY LEAD TO A SERIOUS CONDITION. SIMILARLY A COUGH OR COLD MAY DEVELOP AND REQUIRE SUSTAINED TREATMENT BEFORE IT IS OVERCOME BUT IF TREATED AT ONCE MUCH INCONVENIENCE AND SUFFERING MAY BE AVOIDED. AN OLD AND RELIABLE REMEDY IS FOUND IN

DR THOMAS' ECLECTIC OIL

HORLICK'S

Malted Milk for the Home

A nourishing food-drink for All Ages. Anywhere at anytime. Delicious, sustaining. No cooking.

Canada Food Board License No. 14-385.



Canada's Popular Car
REFINED AND IMPROVED
New Series "Four-Ninety"

MORE than ever does the new Chevrolet "Four-Ninety" embody that quality of workmanship and efficiency in service which is characteristic of Motor Cars much higher in price.

See the new series Chevrolet "Four Ninety" at the nearest Chevrolet dealers showrooms at once, as there is a threatened shortage of cars. Send for description and specifications.

CHEVROLET MOTOR CO. OF CANADA, Limited
OSHAWA, ONT.



New Series
Four-Ninety
Touring

KEEP YOUR SHOES NEAT

2 IN 1

SHOE POLISHES

PRESERVE THE LEATHER

LIQUIDS & PASTES
FOR BLACK, WHITE, TAN, DARK
BROWN OR OX-BLOOD SHOES.

THE F.F. DALLEY CORPORATION, LTD.
HAMILTON, ONT.