

**FRESHLY MADE**  
**PETERS**  
**Colonial**  
**Chocolates**  
 75c BOX  
 The Real Old-Fashioned Kind

**Ink wells and Inkstands**  
 We have just received a large shipment of these. A good variety reasonably priced.  
**HAY STATIONERY COMPANY, LIMITED**  
 Phone 5580.  
 331 RICHMOND ST.

**LONDON OPTICAL**  
 Richmond Street, Corn. Sav. Bldg.  
 Phone 6180.

**Presenting For Your Inspection**  
 OUR FALL EXHIBIT OF HIGH-GRADE READY-TO-WEAR APPAREL  
 FOR MILADY AND CHILDREN  
 Our "out of the high rent locality" helps us to help you save on your wardrobe expenditures. We invite you to compare our styles and prices.  
**Canadian Ladies' Wear Co.**  
 372 DUNDAS STREET.  
 "Where You Buy for Less."  
 L. Wolf, proprietor. 98-11

**A Red Bird Bicycle**  
 THE BIRTHRIGHT OF EVERY CANADIAN BOY AND GIRL.  
**Bicycle and Motor Sales**  
 425 Wellington St. Phone 3182.  
 S. T. S. 10.

**ROWAT'S**  
**For Quality**  
**Satisfaction**  
**With Every Item**

**Pickling Vinegars**  
 Quality is particularly necessary in vinegars for pickling. Buy here when you want the best.  
 Special Pickling, gallon ..... \$1.00  
 XXX White Wine, gallon ..... 60c  
 XXX Cider, gallon ..... 60c  
 Heinz Malt, gallon ..... \$1.25

**Pickled Walnuts**  
 Packed by Crosse & Blackwell, bottle ..... \$1.00

**Premier Salad Dressing**  
 The finest made, bottle .40c and 75c

**ZWEIBACK**  
 Nutritious, delicately-flavored toast, easily digested, good for invalids and children, package ..... 35c

**Rowat's Coffee**  
 If you relish Coffee with that rich flavor and aroma, try Rowat's. The finest procurable, pound ..... 70c  
 "The Quality Makes the Value."

**T.A. Rowat & Co.**  
 250 Dundas St. Phones 3051-3052.

**Diamonds**  
 Rings, Necklets, Earrings, Bapins, Cuff Links.  
 Suitable gifts for the June weddings.  
**C. H. Ward & Co.**  
 Diamond Merchants and Jewelers.  
 386 Richmond Street.

**Eczema Easily Relieved**  
**JUST APPLY KINS-HAW**  
 And see how quickly relief is obtained. At all druggists for \$1 and 50c per bottle, or mailed direct on receipt of price.  
**MUTUAL PHARMACEUTICAL CO.,**  
 Box 448, London.

## WESTERN FAIR VISITORS SHOULD Take Advantage of These Special Offers

For Saturday and all next week we are offering special sales throughout this big Furniture Store. If you are in need of anything in Home Furnishings, it will pay you to give us a visit while in the city. We stand behind every transaction with our guarantee of satisfaction.

**A Special Fair Week**  
**Hoosier Kitchen Cabinet Club**

We will place 20 Cabinets on sale on easy terms, commencing on Saturday and closing the following week.

**\$5.00**

**Puts One In Your Home**

We are offering these Cabinets at the old prices, and when we say that the next shipment will see a 25 per cent increase we are speaking very modestly. Get a Hoosier, the king of all Kitchen Cabinets.

**RUG SALE**

**Continues**

To give the visitors to the Fair an opportunity of purchasing Rugs at sale prices, we have decided to continue our Rug Sale another week. Don't miss this opportunity to save.

**Bedroom Rugs**  
 Size 3x3 yards, less than manufacturer's price today

**\$11.50**

Note—Only a few to go at this price.

**Genuine Brussels Rugs**  
 Size 3x3½ yards. While they last

**\$31.50**

**Genuine Axminster Rugs**  
 Size 3x3 yards

**\$55.00**

A small deposit will hold any Rug till wanted.

**Here's Something To Interest the Rural Visitor**

All next week we will demonstrate the wonderful qualities of the famous

**RED STAR Vapor Stoves**

Built like a gas stove, no wicks, no odor, no dust, no smoke, will not explode, burns 22 hours on one gallon of coal oil.

Customers Report 40c Expense For Fuel For One Week's Use For All Cooking For Family of Five.

Burners guaranteed for 10 years; stove good for a lifetime.

**\$5 PUTS ONE IN YOUR HOME**

**Wm. Trafford Furniture Co.**

11 MARKET SQUARE.

129 DUNDAS STREET.

## Announcing the Arrival of Our New Fall Footwear

DIRECT FROM THE LEADING FACTORIES IN AMERICA. THE VERY LATEST DESIGNS AND ENTIRELY DIFFERENT. COME IN AND SEE.

### BROGUE PUMPS.

To be worn with spats. Gunmetal calf, Goodyear welt soles, sport heel.

**\$10.00**

Black and Brown.



### BROGUE OXFORDS.

With sport and low heels, in black and brown calf, heavy perforation.

**\$10.00**

### EVENING SLIPPERS

IN BLACK SATIN, WHITE SATIN, GOLD AND SILVER.

We have Hosiery to match all of our shoes.

**\$1.25**

to **\$7.50**



Patent and Kid Shimmy Pumps, with buckles or separate.

**\$8.50**

to **\$13.50**

WE INVITE YOUR INSPECTION.

**Johnson and Murray**

154 DUNDAS STREET.

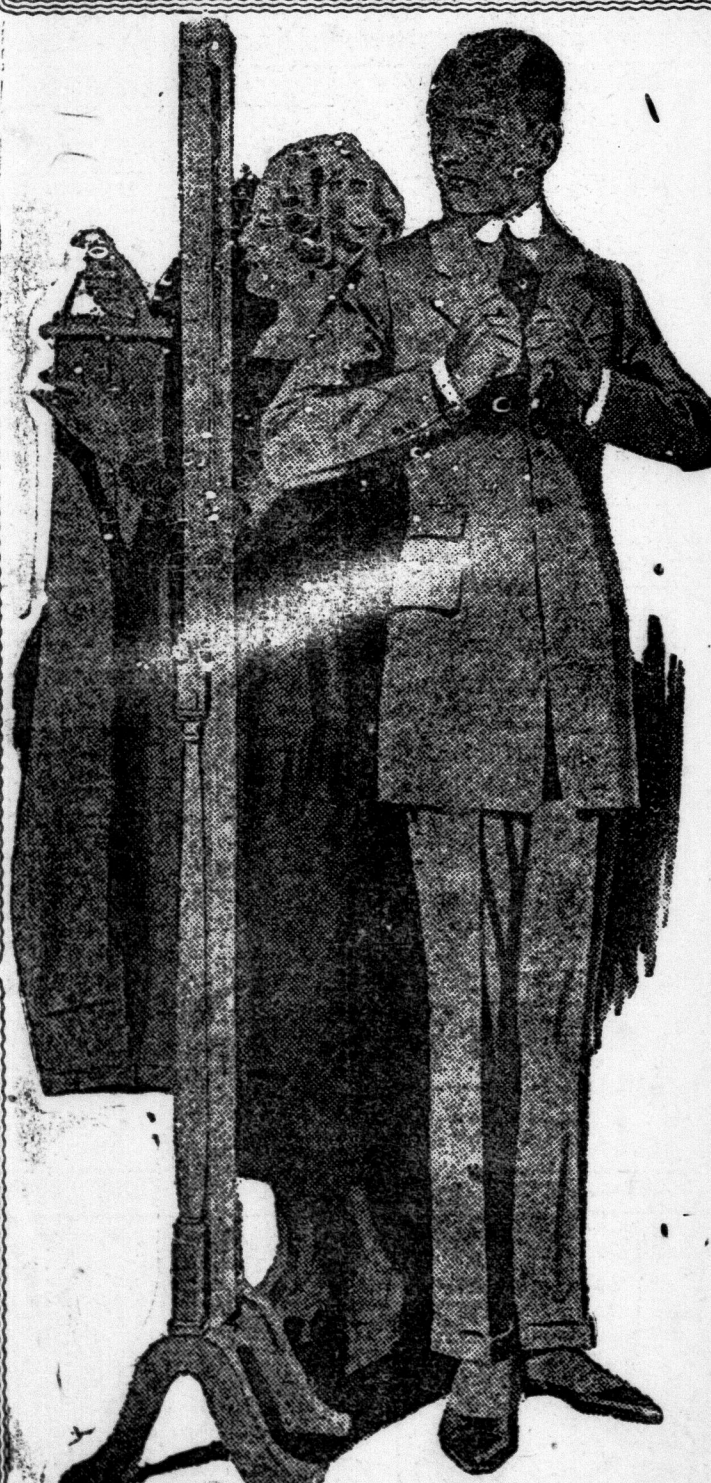
### DEATHS AND FUNERALS

**STROKE RESULTS FATAL.**  
 Harry Axtell, a resident of London, practically all his life, died on Wednesday evening in Victoria Hospital following a brief illness as a result of a stroke. Mr. Axtell, who was 77 years of age, came from England when a child with his parents. For more than 40 years he was employed by the R. C. Struthers Company. He was prominent in the Order of the Sons of England. He is survived by three sons and three daughters: Will of Toronto, Fred of this city and John of Detroit. Mrs. Annie Carroll and Mrs. Alice Mills of Detroit, and Pauline of Pontiac, Mich. The funeral will be held on Friday afternoon from the undertaking parlors of George E. Logan at 2:30 o'clock. Interment will be made in Mount Pleasant Cemetery.

**ACCIDENT VICTIM BURIED.**  
 The funeral of the late William Terry, who died in St. Joseph's Hospital on Sunday as a result of being crushed in the G. T. R. yards, was held on Wednesday morning from 729 Grey street to St. Mary's Church. Requiem high mass was sung by Father Digman, who also officiated at the grave. The pall-bearers were W. Lenehan, G. Griffin, C. Tomlyn, R. Comer, L. Lamond and W. Addison.

**BURIAL AT ST. PETER'S.**  
 The funeral of Mrs. Rosara Sidoti was held Thursday from her residence, 86 Fullarton street, to St. Peter's Cathedral. Requiem high mass was sung by Rev. Father Kearney. Interment was made in St. Peter's Cemetery. The pall-bearers were A. Bita, S. Sansone, D. Maerou, D. Cusolito, J. Cusolito and S. Maris.

**F. STEELE OPTOMETRIST**  
 Have the Benefit of My 15 Years' Experience.  
 210 Dundas Street. Phone 974.  
**Now Taking Orders ANDERSON**  
 COAL COMPANY  
 493 YORK STREET. PHONE 1591.



## TWO HUNDRED Hobberlin Custom-Made Suits

To Be Sold at Less Than Cost by 25%

There are reasons. They are model and C.O.D. uncalled-for agents' suits. Each one of them was made distinctly for some fellow, probably living in Vancouver or Halifax or Toronto, as Hobberlin-made garments are sold from coast to coast, in 1,200 stores. We, being the largest individual selling agents, have secured these garments for London at unheard-of cut prices. Yes, and the materials and styles are so good you can easily select a good suit at a huge saving.

THE GROUPS ARE PRICED IN THREE LOTS

LOT 1—

Suits worth and which have sold up to \$50.00 at

**\$29.50**

LOT 2—

Suits worth today and sold regularly to \$65.00 at

**\$39.00**

LOT 3—

Suits, finest Hobberlin custom made, sold up to \$80.00, at

**\$49.00**

### Extra Special Notice

Leave your order for a Hobberlin Custom-Tailored Suit or Overcoat Saturday or during Fair Week, as the special representative from the House will be with us all week, commencing Saturday. He will show you original models shown at Toronto Exhibition. You can select your Suit easily from the wide range of wools shown by him. Suit or Overcoat, remember also, one Hobberlin-made garment, and you are a life-long wearer of Hobberlin garments. The prices:

**\$40.00 to \$85.00**

These "HART" Made, Nifty, Nice New

**Fall Suits and Overcoats**

are on display now. We take pride in adding the famous Hart Brand garments to our stock. There are none we have seen that are any better, and we know—for clothing of like value and style—there are no other garments shown today at the price.

## From the Shop Where Many London Men Buy Furnishings

Comes the Good News of Real Values in Haberdashery at Prices on Which You Can Save 25 Per Cent.

### SHIRTS

A real Orth shirt sale, at \$1.95. Values to \$4.00. W. G. & R. Tooke, Star and Arrow makes. We wonder how many of these fine shirts will be with us after a few days' selling? No many, we can bet, as they are worth to \$4.00. At **\$1.95**

### TIES

New Knitted Ties, in a real Orth tie offer. Yes, our supreme gift. Real nifty patterns, also plain heathers and black ties. See No. 1 Clarence street window. Worth \$2.00, at **95c**

### HATS HATS HATS

For Fair Week and Saturday selling at \$4.95. We have grouped 1,000 Men's Hats for quick selling. New tweed hats, made unshrinkable, also finest felt hats in the lot; all new fall goods. Worth to \$7.00, at **\$4.95**

### PURE ALL-WOOL CASHMERE SOCKS

At \$1.19, two pairs for \$2.00; worth \$1.50 pair in most stores, and the quality is real good. We have had laundered just one pair for our own safeguard, also to be real sure that the socks are all we expect them to be; that is, all pure wool, unshrinkable, fast dye. Worth \$1.50 a pair regularly, and colors are here in tan, black, grey and white; sizes 9½ to 11 at **\$1.19**

TWO PAIRS FOR \$2.00.

### SECOND FLOOR SPECIALS

**Overalls at \$2.95 a Pair**

Bob Long, union-made goods, of stifle indigo cloth, all sizes, black, blue and stripe. Regular **\$2.95** \$3.75, at, pair

**FREE LINEN COLLARS AND ODD STRAWS. LOOK ALIVE!**



Extra salespeople during Fair Week, also our store remains open every evening until 9. Visitors note, you will find Orth's store where the crowds go, on the corner of Dundas and Clarence streets. All Fair Grounds cars stop at our door.

**WESTERN FAIR IS HERE**

And-Orth's Store is brimful of good things for you all. A very extraordinary offer of Suits, Waterproof Coats, Hats and Furnishings comes just in time for visitors to the fair and our many local customers.

**Orth, Limited of London**  
 Dundas St., corner Clarence