

The WATFORD DRY GOODS CO. Limited

(Successors to Swift, Sons & Co.)

New Goods Constantly Being Added to Stock

Special Display of "Hobberlin" Guaranteed

Made-to-Measure Suitings

Monday and Tuesday, May 18-19

On Monday and Tuesday Mr. J. T. Burley of the House of Hobberlin will be in Watford for the purpose of giving a special demonstration of Hobberlin made-to-measure guaranteed clothes. He will display all the

This is an unusual opportunity to obtain your suit made to measure by the most responsible clothing house in Canada and to have your measurements taken by one of its most skilled representatives.

BE SURE TO COME IN
MONDAY OR TUESDAY

Prices start at
\$25.00

—New Models
—New Styles
—New Fabrics



THE WATFORD DRY GOODS COMPANY, Limited

Crompton Corsets

—an entirely fresh stock in the
newest approved shapes

Crompton's Corset Belt—especially
for Misses and for Sport
Wear, Each **\$1.00**

Crompton's Juvenile Waists **50c**
at.....

Crompton's Brassieres—every style
in demand **50c to \$1.50**
from....

Full range of Corsets in all sizes—
to suit every figure. Priced from....
\$1.59 to \$5.00



This model is adapted
for Stylish Stout. The
fronts are especially re-
inforced, made in extra
heavy flesh colored cout-
ille with elastic at top and
wide elastic band at the
back.

\$5.00



Wrap Around Style made
in Brocade flesh colored
jean, with elastic inserts.
The acme of comfort

\$2.75



A smart Brassiere with boned sup-
port, made of Pink Brocade with
wide elastic band at waist and elas-
tic shoulder strap
at..... **\$1.50**

Men's Shirts

Regular Saturday
\$1.75 to \$2.50 Selling **\$1.00**

Sizes 14, 14½, 15, 15½, 16, 16½,
17, 17½. Mostly in light grounds,
cambrics, some with detached soft
collars.

Also a good selection in size 15
and 15½, in Sport Shirts in cham-
payne shade with collars attached.

We do not guarantee that the
quantity will last all day.

New Cravats

NEW CRAVATS in Silk and Wool
Crepe—stripes, polka dots and all-
over patterns. In both straight and
flare shapes.

\$1.00

New Summer Frocks

JUST RECEIVED—A beautiful selection
of the daintiest Summer
Frocks developed in Broadcloth,
Voiles and Crepe, in embroidered
and printed designs, also in plain
colors. Sizes from 16 to 42.

Priced from **\$9.75 to \$19.50**

SHOPPING BAGS of Black Leather-
ette, lined with light
chintz, at..... **\$1.00**

A FRESH STOCK OF WOODSTOCK AXMINSTER RUGS

The Newest Designs

Sizes 6 ft. 9in. x 9 **\$29.50**
at.....
Sizes 9 x 9 **\$39.50**
at.....
Sizes 9 x 10 ft. 6in **\$45.00**
at.....
Sizes 9 x 12 **\$49.50**
at.....

AXMINSTER MATS—27 x 54
Very desirable colorings **\$5.25**
at.....

SMYRNA RUGS—Reversible woven
patterns, with fringed
ends, 30 x 60. **\$6.75**

RAG MATS in Hit-and-Miss Designs
27 x 54 **\$1.65**
at.....

Penman's HOSIERY

"The Standard of Excellence"

Many New Lines now opened up

PENMAN'S Better grade of black
Cotton Hose in Summer weight.
Double Soles **3 pairs \$1.00**
for.....

PENMAN'S Soisette Hose, made of
super two ply cotton in black, bobo-
link and lark. Wide welted **50c**
tops, per pair.....

PENMAN'S Fine ribbed mercerized
Lisle Hose, ribbed to the toe **75c**
Summer weight. Per pair.....

PENMAN'S Fine Cotton Hose with
wide elastic ribbed top **75c**
Per pair.....

PENMAN'S Outsize Hose of fine
black cotton in sizes 9½, 10, 10½
extra wide top **85c**
Per pair.....

PENMAN'S Kewpie Hose for Child-
ren, in the wanted shade—Sand. Size
6½ to 9½. Priced according to size.
45c to 65c

PENMAN'S 1-1 Rib black cotton hose
This is a fine grade suitable for girls
and misses. Sizes 6½ to 10. Per pair
39c and 45c

PENMAN'S 2-1 Ribbed Black Cotton
Hose, especially for boys' **50c**
wear, all sizes, per pair.....

RANDOLPH "Cuties" socks and ¾
length Hose for children. Very natty
styles shown.

50c with fancy striped cuff tops,
in camel, maize, peach, re-
seda, copen and grey, in sizes 5 to 7½

59c In novelty check combina-
tions of color, in sand and
blue, sand and brown, grey and red,
grey and blue, also in colors with con-
trasting stripes. Sizes 5 to 7½.

85c ¾ length ribbed to the toe
in either platinum grey or
camel shades, with deep cuffs with
woven silk stripes in high colors.

Smallwares

THAT ARE ALWAYS
IN DEMAND

Ric Rac Braids in a full range of
bright colors, also in white or
black. Six yards for. **25c**

Bias Seam Tapes, in all ging-
ham colors. Six yards for. **20c**

All widths in white or black.

FRESH STOCK OF RUBBER
AND SANITARY GOODS

Perfection Sanitary Aprons **65c**
each.....

Sanitary Belts, mercerized
finish, each **50c**

Sanitary Step-ins—a practi-
cal necessity **85c**

Nursery Rhyme Rubber Aprons..
35c and 50c

Kiddies Plain Rubber Aprons **25c**
at.....

Kiddies Sanitas Bibs **35c**
at.....

Rubberized Cretonne Aprons **98c**
for women.....

Women's Rubber Aprons **65c**
with fancy pockets....

Women's Rubber Aprons **50c**
in bright colors.....

Infants Feeder Bibs **50c**
with sleeves.....

Infants Rubber Pants **25c**
Per pair.....

Long
To Your
With a S
H&
SHOCK ABSOR

"A Necessity with E

The Easiest K
Car is a F
H&D Equi

Not only will you
trips more but you will
the car suffers less of
pounding of the road;
hold the body of the
while the wheels follow
tour of the road.

H&D are a necessity
tires. "Balloons" are not a
shock absorbers—they are a
on rough roads. But be-
H & D's are the last word in

The Vibragraph (a machine
ing vibrations) has demon-
Ford equipped with H & D's
riding car on the market.

PRICES INSTALLED

Passenger Cars
Ford Truck

For Sale by
Ray Morning
Watford, O

Richards Wilcox
LONDON, ONTARIO

WEDDING Invitations,
ments, cards, cake boxes, e
newest correct forms. We h
fished a reputation in wed-
ionery by supplying the be-
ity of stock and workma
about one-third less than ci
Call or write for samples.—T
Advocate.

Sma
for

Comfort, grace and c
ity—these were the q
sought in our select
women's and men's
and oxfords.

We show a beautif
comprehensive range.

Notable among (th
styles is the tasteful
of tan-oxfords for
tan gore pumps for w

The Dixie tie in black
and brown suede a
clusive and dainty.

WOMEN'S PATENT
PUMP—Very New

P. Doc

"Watford's Busy Stores"