

MADE-IN-CANADA SALE

FURNITURE, RUGS

LINOLEUMS, DRAPERIES, REFRIGERATORS

Buy Now and Save Money. Words Can Hardly Express the Values. Come In and See. Everything Reduced.

EVEN IF YOU DO NOT REALLY NEED THESE ARTICLES NOW IT WILL PAY YOU TO BUY. LEADING MANUFACTURERS ARE CO-OPERATING WITH US, THE RESULT BEING THE MOST STUPENDOUS REDUCTIONS EVER ANNOUNCED. WITHOUT THE HELP OF MANUFACTURERS WE COULD NOT DARE SELL AT THESE LOW PRICES. CARLOADS OF NEW GOODS HAVE BEEN SHIPPED US WITH INSTRUCTIONS TO SELL. IF LOW PRICES SELL GOODS, OUR FLOORS WILL BE CROWDED WITH PURCHASERS SATURDAY AND MONDAY. COME EARLY. WE WILL NOT COAX YOU TO BUY, BUT WILL LET THE PRICES TALK.

In All Your Life You Never Saw Such Bargains. Do Not Miss This Opportunity. Best Bargains Go First.

This Week We Are Featuring the Famous "BELL" Line of Dining-Room, Bedroom and Jacobean Living-Room Furniture

From Cosmopolitan Magazine May Issue

Nation-Wide Special Sale

Ostermoor

[Till May 30th only]

\$23.50 Hotel Style Mattress **\$16.50**
REGULAR SPECIAL



4 feet 6 inches wide by 6 feet 3 inches long—weighing 50 pounds.

A Mattress Bargain For You!

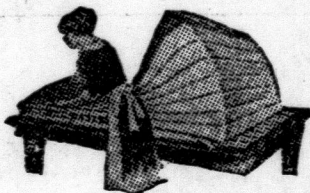
Built (not stuffed) layer-wise, in the Ostermoor way, and much better even than the regular Ostermoor. They contain 5 pounds more hand-laid, sheeted filling than regular, and are much thicker, plumper, softer and even more luxuriously comfortable. Coverings are the finest, most durable and most expensive tickings made, with dust-proof satin finish. Finished with boxed borders, bound edges, round corners and close tuftings, their construction is both the daintiest and most substantial possible.

Regular Price, \$23.50. Made in either. Special Price, \$16.50

DELIVERED ANYWHERE

Act quickly now, while the opportunity lasts. Even though you have no immediate use for a mattress now, we know you will never regret your purchase of so real a bargain. We are so sure of pleasing you, we sell it with our guarantee of "Money back if not satisfied" during thirty days' trial. All genuine Ostermoor Mattresses have the name worked in every bit of the edge binding—be sure to see it when buying. Mattresses are shipped carefully wrapped in leatherette paper and burlap. They come to you directly from our work-room, absolutely untouched and unhandled. A postal brings you our Free Book Descriptive of Mattresses, Springs, Cushions, Divans, etc., and Samples of Coverings. Write now.

OSTERMOOR & CO.,
NEW YORK
Canadian Agents
Alaska Feather & Down Co., Limited



The Ostermoor Mattress is made in Canada by the Alaska Feather & Down Co. Limited. We have made arrangements with them which enable us to give our customers the benefit of the above unusual Bargain at New York prices, notwithstanding the extra war taxes. All Ostermoor guarantees are endorsed by us. See this and our other up-to-date Bargains on our floors to-day.

REFRIGERATORS at Wholesale Prices.

JAPANESE SEAGRASS ROCKERS at big discounts.

BEDS, SPRINGS and MATTRESSES at about half-price.

HAMMOCKS at 25 per cent off.

DRAPERIES and CURTAINS at sale prices.

RUGS and LINOLEUMS at big discounts.

Baby Carriages and Sulkeys at factory prices while they last

Gas Stoves, Gas Plates and Oil Stoves are being cleared out at big reductions.

Shirtwaist Boxes, all sizes and qualities are reduced away down.

The Bell Furniture Company, of Southampton, Ont., have been making furniture for over forty years. Every piece they turn out is guaranteed absolutely. This policy, which they have followed so long, has earned for them an enviable reputation with the furniture trade. The furnitureman knows that "if it's Bell's it's right."

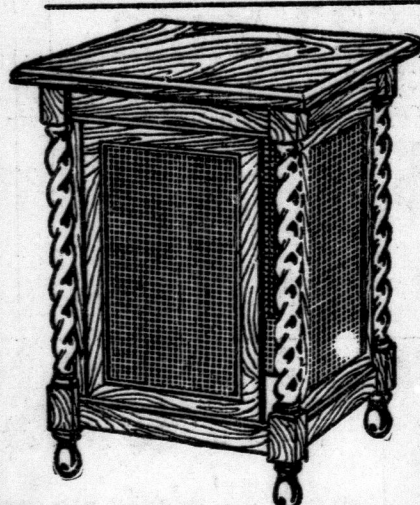
JACOBEOAN FURNITURE

The furniture of this period is unique and probably the most beautiful that England has produced. Today they are reproduced in the Bell factory with the utmost fidelity. The workmanship shows the skill of the adept craftsman who loves his art, and the entire construction conforms to the standard of excellence that distinguishes this factory.



Complete Dining-Room Suite, \$125

All solid oak; chairs upholstered in best Spanish leather, hair filled; table 48-inch top, eight-foot extension. Several other suites from \$100 to \$400



\$7.50 Jacobean Taborette

Top, 16x16 inches; height, 23 inches; reed panels, stained Jacobean finish. Worth \$10.



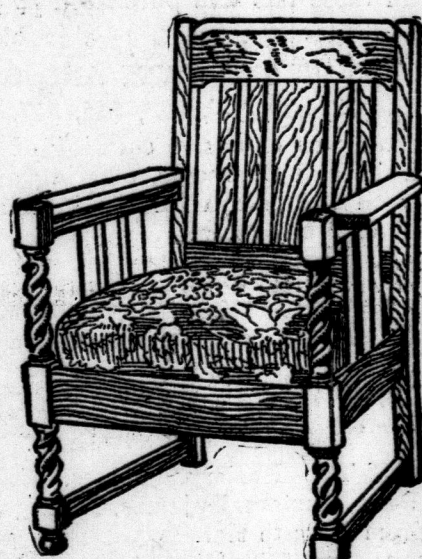
\$25 Beautiful Jacobean

Rocker, upholstered in wool tapestry or Spanish leather; deep spring seat. Worth \$35.



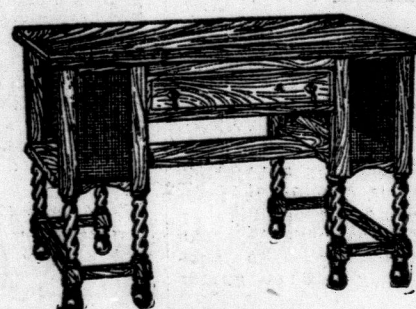
\$11 Comfortable Rocker

Large and roomy, upholstered in tapestry or Spanish leather. Worth \$15.



\$11 Comfortable Armchair

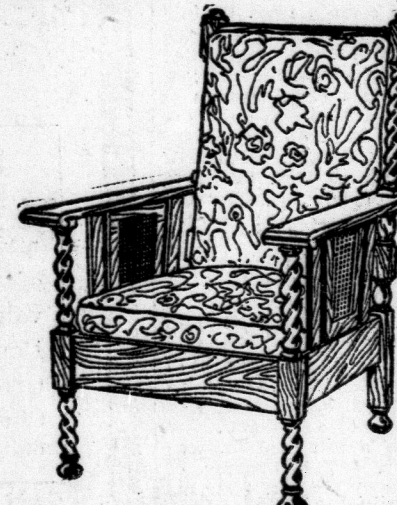
Upholstered in tapestry or Spanish leather. Worth \$15.



\$22.00

Jacobean LIBRARY TABLE

Beautifully finished, reed panels in ends, 28x44-inch top. Worth \$30.



\$25.00

Handsome Jacobean Chair

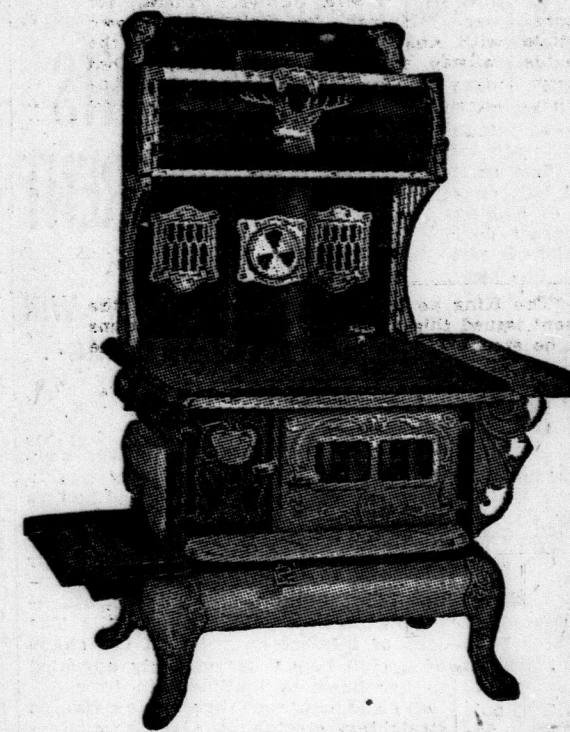
to match, upholstered in wool tapestry or Spanish leather, deep spring seat. Worth \$35.



\$9.50

Large MAGAZINE HOLDER

Reed panels in end, splendidly made and finished. Worth \$13.



'HAPPY THOUGHT' STOVES & RANGES

We are agents in London for these famous ranges. Every stove is fully guaranteed by the makers, as well as ourselves. Come in and see the new Happy Thought Range, Series H.

A glance at the cut will show it to be of beautiful and harmonious design. Smooth and elegant, without too much carving. Easily kept clean, and a delight to the most artistic eye. In the new range every feature of utility of the former series is retained and enhanced.

1. Quickest and most even baking oven in the world.
2. Pyramidal cast and refined steel oven plates; no warping or buckling.
3. Illuminated, ventilated oven.
4. Thermometer, Powerful waterfont.
5. Properly constructed firebox.
6. Brick linings, with cast removable ends, if required.
7. Original Duplex grates.
8. Patented unobstructable damper.
9. Patented reservoir damper.
10. Large broiler and roasting door.
11. Large and deep ashpan.
12. Steel base strips.
13. Practically everlasting covers and centres.

100 Axminster Rugs To Be Sold At Mill Prices

Splendid Axminster Rugs in all the newest Persian, Oriental and Floral Designs, in every size, to be sold out at once at the following prices:

4 ft. 6 in. x 7 ft. for .	\$ 7.95	Regular \$12.00
6 ft. 9 in. x 9 ft. for .	\$12.75	Regular \$20.00
9 ft. x 9 ft. for . . .	\$16.50	Regular \$25.00
9 ft. x 10 ft. 6 in. for	\$19.50	Regular \$30.00
9 ft. x 12 ft. for . .	\$22.00	Regular \$35.00
27 in. x 54 in. Mats .	\$ 1.99	Regular \$3.00

COME EARLY AS THIS LOT SHOULD NOT LAST LONG.

A Chance to Buy a
"KNECHTEL"
Kitchen Cabinet
At a Sacrifice

Twelve handsome Oak Cabinets, splendidly made by the best factory in Canada, with every modern convenience. White enamelled inside. These cabinets sell regularly at \$38.00, and at this price they are the very best value in Canada. While they last these will be sold at

\$29



300 PAIRS LACE CURTAINS
To Go This Week at Half-Price

These are broken lines, only one or two pairs left of a pattern, but are brand new 1915 patterns.

50c Curtains for 25c \$2.50 to \$3.00 Curtains for \$1.50 \$7.50 to \$10 Curtains for \$5.00
75c to \$1.00 Curtains for . . . 50c \$4.00 to \$5.00 Curtains for \$2.50 \$12 to \$15 Curtains for \$7.50
\$1.50 to \$2.00 Curtains for \$1.00 \$5.00 to \$6.00 Curtains for \$3.00 \$15 to \$20 Curtains for \$9.75

BUNGALOW NETS AT REDUCED PRICES.

50 pieces, worth from 25c to 50c, to clear at 19c yard

COLORED BORDER SCRIMS. 30 pieces, regular 30c and 35c, to clear at 19c yard

TAPESTRY CURTAINS. 36 pairs, worth \$5.00, to clear at \$2.95

VOILES AND MARQUISSETTES. 24 pairs, worth \$7.50, to clear at \$4.50

WINDOW SHADES. 24 pieces, worth 50c, to clear at 35c yard

SILKOLINE.

30 pieces, regular 30c and 35c, to clear at 19c yard

TAPESTRY CURTAINS. 36 pairs, worth \$5.00, to clear at \$2.95

24 pairs, worth \$7.50, to clear at \$4.50

WINDOW SHADES. 24 pieces, worth 50c, to clear at 35c yard

All sizes and shades at special reduced prices.

REFRIGERATORS

Reduced Away Down.

A price coolness in Refrigerators. Cold contracts, you know; so have these prices—about 25 per cent. Every case guaranteed.

\$50 Refrigerators	\$40.00
\$35 Refrigerators	\$27.00
\$25 Refrigerators	\$19.00
\$18 Refrigerators	\$14.00
\$15 Refrigerators	\$12.00
\$12 Refrigerators	\$9.00
\$10 Refrigerators	\$7.50



Porch Furniture

A carload of Porch Furniture on sale at greatly reduced prices.

Chairs from 75c to \$7.50

Our New Catalogue Is Ready and Will Be Mailed on Request

The Ontario Furniture Co.

226-228-230 Dundas St.

Limited

London's Largest Homefurnishers

Have You Received the New Catalogue? A Card Will Bring It.

A CARLOAD OF Bedroom Furniture

Just received and on sale at one-third to one-half off. \$25 Oak Dressers for \$13.95