

Western Fair
SEPTEMBER
6 to 13
1 9 2 4

FAIR WEEK

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1864-1924 60 Years of Service

behind an improved store and enlarged organization equip us to meet the needs of London and Western Ontario for MERCHANDISE OF HIGHEST QUALITY.

Seeds and Bulbs

We import direct from Holland and France the choicest bulbs obtainable and our seeds are purchased direct from growers of established reputation in Europe and the United States. Quality rather than low price is our standard.

Poultry and Pet Stock

Our DO-SE-CO FEEDS combine a carefully balanced food, animal and vegetable, with the medicinal tonics supplied by nature, and which few domestic flocks receive. Feed them for healthy and vigorous birds—THE ONLY KIND THAT PAY.

A complete stock of Cat, Dog, Fish, Rabbit and Bird Supplies on hand. SEE OUR SPECIAL BRASS BIRD CAGES.

Bee, Dairy and Stock Supplies

Our special milk cap is the housewife's favorite. You will get business by using it.

See Our Gladioli Display!

Order next season's bulbs from this beautiful collection, and be sure of your variety and color.

Farmers and Market Gardeners

Prof. Henry G. Bell, B.S.A., formerly director of the Canadian Soil and Crop Improvement Bureau and author of several booklets on soil fertility, will be at our booth on Wednesday and Thursday, and will be pleased to discuss ways and means to increase production.

Dominion Seeds, Ltd.

PHONE 550-W. 119 DUNDAS ST., LONDON.

DENNISTEEL DEVICES TO BE SHOWN AT FAIR

Modern Type Lockers and
 Garage Shelving Will
 Be Featured.

The Dennis Company was one of the first in Canada to introduce the modern type of locker, and today "Dennisteel" is accepted all over Canada as the standard method of accommodating the clothing of workers in both factory and office.

This company has now added "Dennisteel" Garage Shelving, which is claimed to be the most economical system for garages. It is being adopted in all fireproof garages. A complete showing of "Dennisteel" lines will be on view at the Western Fair. Every public garage proprietor should make a note now to visit this exhibit.

The big advantage of "Dennisteel" Parts Storage Equipment is that it enables the dealer to have a well-kept stock without costly investment or burdensome system. It is said to pay for itself in time saved, parts protected and losses avoided. "Dennisteel" is the trade name of the Dennis Wire and Iron Works Company of this city.

CAR DITCHED AT BLENHEIM WHEN DRIVER FALLS ASLEEP

Blenheim, Sept. 5.—Windsor truck and driver came to grief yesterday morning about a mile out of town on the gravel road when the truck ran into a deep ditch and was badly wrecked.

The truck was loaded with meat and was going to Windsor. The driver stated that he fell asleep and the truck went into the ditch. Farmers were secured with teams, and the wreck was brought to a garage here. The driver secured another truck, reloaded and went on to Windsor.

IN THE HIGHLANDS.

Warm days, insuring full continuance of all summer sports—cool nights inviting undisturbed, restful slumber—well may our readers envy those who can spend a few days at the famous resorts in the Highlands of Ontario during September.

At Algonquin Park, Muskoka Lakes, Lake of Bays, or among the thirty thousand islands of Georgian Bay the weather during the day is still sufficiently warm to make a dip in the lake a thing of joy. Boating, bathing, fishing, tennis, golf—the whole program of summer sports is still in full swing. And the nights are refreshingly cool. Ideal for a sing-song around a huge bonfire, or story-telling before the open grate. Any agent of the Canadian National Railways will gladly give you full particulars about where to go, rates, etc.—Advt. S.6.10.

DON'T THROW YOUR OLD CARPETS AWAY

Though worn, moth-eaten and dilapidated, we sterilize, shred, re-spin and weave them into the famous

VELVETEX RUGS

Thousands of recommendations from satisfied customers. Sixteen years building confidence in quality. Beware of imitations. "Velvetex" has a factory and reputation behind it.

See our convincing exhibit in the Crystal Palace of the Western Fair, London, Ont.

Established 1909. Send for Leaflet.

Canada Rug Company

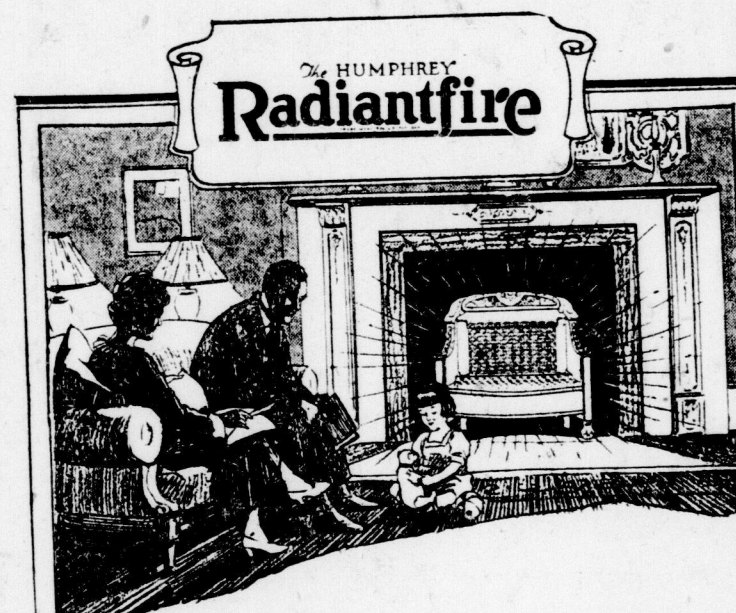
"Sixteen Years Satisfying Customers."

PHONE 2485.

Head Office: Velvetex Bldg., London, Ont.
 Branches: Montreal, Windsor and Toronto.

Free collection and delivery in city. In other places we pay express and freight both ways.

See Our Better Homes Appliances At the Western Fair



Better Than a Furnace for Fall and Spring

Furnace heat for the cool days of Fall and Spring is an unnecessary expense.

Install a Radiantfire in your fireplace. This marvelous development in gas heating burns for hours at the cost of a shovelful of coal.

Heats by a new principle—Radiant Rays that send forth heat rays directly into the room—Pure, odorless heat always available and as cheerful as a flood of sunshine.

Investigate this wonderful invention at once.

There is a Size and Style of Radiantfire to Meet Every Requirement. See the Attractive Designs in Our Showroom

HOT WATER AT SMALL COST

Inexpensive hot water in generous quantities appeals to every family appreciative of their personal and domestic well-being.



RUUD \$29 Gas Water Heaters

Connected to Your Range Boiler.

\$3.00 Down
\$3.00 a Month

\$20 and up PORCELAIN-TRIMMED **From \$4 Down**
GAS RANGES and \$4 Month

CITY GAS CO. OF LONDON
 213 Dundas Street Commercial Department Phone 835



Beautiful New Models Shown For the First Time at Western Fair

During the past sixty years three generations have successfully striven to maintain and improve Gerhard Heintzman Standards.

Embodied in the new models, shown for the first time at the Western Fair, are all the fine features of tone

and workmanship that made this piano justly famous, plus exceptionally new and artistic designs.

Our prices on these new models are as reasonable as ever. Don't fail to inspect the most talked of and admired Pianos in the show.

Gerhard Heintzman, Limited
 222 DUNDAS STREET. NEAR CLARENCE STREET.