

MAPLE SYRUP

We are now in a position to offer you choice new Syrup from Quebec.
GUARANTEED PURE
\$3.50 Gallon.

PURE MAPLE SUGAR
Delicious Flavor.
40c Pound

SWANSDOWN FLOUR
For whiter, lighter cakes
50c Package
Once Used, Always Used.

ROWAT'S TEAS
Used in Homes Where Quality Rules.
70c to \$2.00 Pound

GURD'S GINGER ALE
The Ideal Thirst Quencher.
\$1.50 Dozen

WHEATENA
A Breakfast Food with the delicious nut brown flavor of the wheat.
35c Package

TATE'S SUGARS
Imported from England.
Coffee Crystals
Afternoon Tea Cubes, pkg. 40c

T.A. ROWAT & CO.
Established 1887.
GROCERS. IMPORTERS.
250 Dundas St. Phone 3051-3052

CARTERS AWNINGS
Tents for Hire
351 Globe St. Phone 6197.
We Make Everything Made of Canvas

WOOD
MOSTLY HARDWOOD.
12" and 16" BLOCKS.
DOMESTIC LUMP,
MILLER CREEK
also
CANNEL LUMP
Chantler Bros.
263 BATHURST. PHONE 347.
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WOOD
Jenkins Fuel Co.
235 York St. 237 Tel. 1391



DIAMONDS
A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.
Rings from \$25 to \$1,250.
C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
286 Richmond St. Phone 1031.

Smithing COAL
Prompt delivery to all parts of the city

Orchard's
45 York St. Phone 334.
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We have Trusses to fit all needs. Our fitters are experts.
\$1.50 to \$10.00.
ANDERSON & NELLES
345 Dundas St.



What We Do

We are not only Opticians, but also Optometrists. Our method of examining the eyes is drugless and scientifically exact, and no matter what defect in vision you may have, our examination will uncover it and enable us to explain to you how this defect originated and how it can be corrected with suitable eyeglasses.

FOR
EXPERT EYE EXAMINATION
CONSULT OUR SPECIALISTS
26 Years Experience Making GLASSES OF QUALITY

Brown Optical COMPANY.
223 Dundas St. Phone 1877
Also Hamilton, Montreal, Windsor
Largest Exclusive Optical House in Canada. 237

LONDON OPTICAL CO.
HAVE YOUR EYES EXAMINED.
By W. CAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond Street. Phone 6180. 237

Look—Look Final Clearance of Wholesale Stock

25 Men's Tweed Raincoats \$8.75
9 Men's Covert Cloth Coats \$23.50
11 Men's Gabardine Coats \$16.50
55 English Caps \$1.00

SPECIAL

For Young Ladies, size 32 to 36—49 English Tweed Raincoats \$3.75

BOYS' SUITS

While They Last.

English Tweeds, size 24-31, each \$8.50
Fox's Blue Serge, size 24-35, each \$9.25

195 KING ST.
The Standard Mackintosh Co., Ltd.

Open Saturday Night Till 10 p. m.

The Joy of Living Finds Charming Expression In Lovely Spring Apparel



What a delightful world this is when the new Spring apparel begins its spectacular procession on our streets and avenues! And every suit, and frock, and wrap, expresses the character and temperament of the wearer—some gay and youthful—some mature and reserved—but all refined and tasteful, when well chosen. We have never had better collections—never more artistic models, or more admirable fabrics—never wider variety of selection than now. Tomorrow will be a good day to view the attractive displays.

The Egyptian Influence Is Seen In These Frocks

With the recent activities in Egypt, the frock of Egyptian descent takes on real importance.

Smart New Dresses in Canton Crepes, Flat Crepes and Printed Crepes.

Dress of Navy and White Printed Crepe, waist in surplice style, long sleeves with flare draped skirt, trimmings plain. Price \$45.00

Dress of Gray Canton Crepe, with beaded blouse and sleeve; skirt pleated, sash girdle with ends beaded. Price \$39.00

Dress of Printed Crepe and Plain Canton, in navy and white or black and white. Waist of printed crepe, collar and sleeves finished with narrow pleated frills. Skirt of plain crepe, with four pleated panels of novelty crepe. Price \$32.50

French model, shown in Gray Canton, three-quarter sleeve, richly beaded in steel, pleated sides. Price \$52.50

French model, shown in Gray Canton Crepe, full length sleeve, wrap skirt tying at side, beaded in steel and Oriental colorings. Price \$69.50

Girls' Tub Dresses

One table of Girls' School Dresses, made of splendid quality Plain and Checked Percale; sizes 8, 10 and 12 years. Special Saturday 89c

One table of Kiddies' Dresses, made of lovely quality Checked Gingham, in a nice assortment of pretty styles. Sizes 4, 5 and 6 years. Special Saturday \$1.25 and \$1.59

One table of Girls' Bloomers, made of good firm Black Sateen; finished at waist and knee with elastic. Sizes 4 to 14 years. Price 75c

One table of Girls' Drawers, made of splendid white cotton with ruffle of material finished with hemstitching; sizes 4 to 12 years. Special Saturday 39c

Special Afternoon Tea, 3 to 5:30, Saturday

Preserved Rosedale Cherries.
Cut Cake, Cup of Tea, 25c
Lobster Salad, Thin Bread and Butter, Cup of Tea, 40c
Cold Chicken, Potato Salad, Bread and Butter, Cup of Tea, 60c
Whipped Cream Layer, 15c
Individual Jelly Roll, 10c
Angel Cake, 10c
Orange or Chocolate Layer.
Ladysingers, Almond-Macaroons, per order, 10c.

ROAST TURKEY
Course Dinner, Saturday 11:30 to 2. Special 65c.

Saturday Selling in Basement

Sunlight Soap 15 for \$1.00
Lux 10c
Panshine 10c
Rinso 10c; 3 for 25c
Step Ladders, extra strong \$2.25 and \$2.50
Clothes Line Props 30c
Ironing Boards \$1.25, \$1.50, \$1.75 and \$3.75
Carpet Beaters 25c
Corn Brooms, 60c, 90c, \$1.00 and \$1.25
Gillett's Lye 15c
Satisfactory Toilet Paper 10c roll; 5 for 45c
Sani-Crepe Toilet Paper 25 rolls for \$1.00
Imperial Toilet Paper 20c roll
Regal Toilet Paper 15c
S. & L. Soap Chips 2 lbs. for 29c
Scrub Brushes 15c, 20c, 25c and 35c
Nail Brushes 5c, 10c, 15c
Try our Coffee 55c pound
Try our Tea 55c pound

Your Week-End Hosiery Needs

Ladies' Pure Silk Hose in black, white, brown, navy, lark, beige and silver; double seamless soles and reinforced tops. Sizes 8½ to 10. Special \$1.00 pair

Ladies' Fine Pure Cashmere Hose with embroidered fancy clocks, neat and dressy for cool days; seamless full-fashioned feet and double tops; black with white clocks; fawn with self clocks; grey with self clocks, and brown with self clocks. Extra value \$1.25 pair

Wonderful assortment of Children's Short and Three-Quarter Length Socks for spring and summer. New shipments just arrived. Pretty styles in all the new and dainty shades. Sizes 6½ to 10. Prices according to size and quality 40c, 50c, 65c, 75c, 85c, \$1 and \$1.25 pair

Crepe de Chine Blouses for Stout Figures

These blouses come in Gray, Black, Navy, Sand and Brown, embroidered very smartly front, back and on sleeves. This model is especially adapted to a stout figure. There are two models, one with tie at side, the other with fitted band at waist. Both very smart, and they are shown in 44 to 50 bust. Price \$12.75

Cotton Crepe Kimonos Just Arrived

All fresh and dainty are these kimonoes, featuring dainty wool edging, flutings, silk embroidery and ribbon trimmings. The models to choose from are many and every shade to be desired. The sleeves are especially pretty, and in many instances are an outstanding feature. One very pretty model is of a silk and cotton mixture, trimmed with dainty embroidery and ribbon motifs. They are all worthy of mention and range in price from \$2.75 to \$7.75



Flowered Sateen Petticoats, 98c

These are made of fancy flowered sateen, with elastic band at waist. The deep flounce of accordion pleating has inset of plain material. There are several shades to choose from. Lengths 32 to 36. Special, 98c.

Week-End Candy Special

100 lbs. Cowan's Maple Buds and Medallions 49c lb.
Chocolates, half price, all high-grade boxes Chocolates, including nuts and fruit centers. Clearing Saturday 75c box
O Henry Bars 3 for 25c
A Milk Nut Chocolate Bar can be used for dessert or parties by cutting into slices one-quarter inch thick. Price 10c each, or 3 for 25c
A delicious dessert—Chocolate Bars 6 for 25c

Sale of Children's Hats, \$1.98

150 Children's Hats, in fine quality patent milan; rolling and drooping brims, banded in silk corded ribbon streamer fashion; sizes 6 to 15 years. Colors, navy, black, brown, navy with white, black and white and all white. Special \$1.98
Millinery, Second Floor.

Saturday Selling in China

Plain Glass Tumblers, each 5c
Plain Glass Egg Cups, each 10c
Bridal Wreath Tumblers, each 10c
Odd White Cups, each 10c
Plain Glass Candlesticks for wax decorating, each 15c
Jelly Glasses, per dozen 60c

A Remarkable Collection of New Spring Two-Trouser Suits and Topcoats, \$30, \$40 and \$50



Spring clothes that combine expert tailoring, beautiful materials and correct styles, both in conservative and sport models. Come in and feel these fabrics. See the workmanship and watch how smoothly they fit. Canada's foremost manufacturers of better clothes are represented in hundreds of Two-Trouser Suits for men of every type—Suits that will give service, and the Smallman & Ingram guarantee with every garment.

Students' 2-Trouser Suits, \$22.50

Students' Long Trouser Suits, smart Sport models, yoke backs, Norfolk, etc., in smart English tweeds, featured at \$22.50
Others \$18.50 up.

English Tweed Two-Pants Suits

Conservative and Sport models for men and young men. Featured at \$25.00

FIVE SPECIAL SPRING FURNISHINGS TOMORROW FOR MEN AND BOYS.

Men's Athletic Combinations, 98c

Fine dimity check, athletic style, cut full and roomy. This nainsook is strong and good wearing, and is an extraordinary value at this price. All sizes to 44 98c

Sale of Fibre Silk Socks, (Seconds), 39c

In black, brown and navy, reinforced heel and toe, the imperfections are so slight that they are practically unnoticeable. Splendid value tomorrow. Sale price 39c

Boys' Two-Bloomer Suits \$9.95, \$10.95, \$11.95

Yoke Backs, Norfolk, Patch Pockets. Boys are enthusiastic over these suits. Smart characterful models in English Tweeds, reinforced at seat, knees, elbows. Two pairs bloomers, and guaranteed to give real satisfaction. All sizes.

Silk Lisle Socks, Very Special, 35c, 3 Pairs \$1.00

Fine Mercerized Silk Lisle Half Hose for men, in navy, black, cordovan, gray and white. Sizes 9½ to 11½. These are a special purchase and are excellent value. Buy half dozen pairs tomorrow. Special 35c, 3 pairs \$1.00

Men's Balbriggan Combinations, \$1.29 Suit

Short sleeves and ankle length, fine Balbriggan Combinations, good wearing and a popular spring and summer weight. All sizes to 44. Special \$1.29 suit
Shirts and Drawers, sizes to 44, 69c each

Boys' Caps, Special, 65c

New spring tweeds in smart caps for boys. Special 65c

Boys' Athletic Combinations, 69c Suit

AGE 4 TO 16 YEARS. Strong nainsook, well made, cut full, athletic shoulders. Special 69c

Children's Reefers

Smart toppers for children. Tweeds, serge and polo cloth \$5.95 to \$10.00

Hickok Beltograms, \$1.00 to \$2.50

Initial or Fraternity Emblems.

"PELL" the new "Arrow" Collar for spring 25c
"ART" "WALL" ARATEX SOFT COLLARS, 35c, 3 for \$1.00

SMALLMAN & INGRAM LIMITED

We Must Be Right—For the Whole Country Seems With Us!

Not only London—but outside cities and towns—yes, the whole country over a sixty-mile radius, recognize the Wegner Clothing Company as the pioneer men's outfitters that positively made lower prices and built up quality.

HATS	SUITS	PANTS
value to \$5.00, for	\$22.50 value, for	\$4.50 value, for
\$2.95	\$14.69	\$2.98

Like an acorn, this old reliable, dependable men's outfitters store—known everywhere as "The Heart of London," has grown to be the mighty oak of the men's outfitting business, and is conceded to be the foremost store of its kind in Western Ontario, where QUALITY MERCHANDISE is sold at LOWER PRICES.



Lower Prices



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