

Would You Spend Your Money

On Bogus Mines ?
Or Oil Wells ?

NO!

Then Why Take a Chance on Bogus Cheap Imported Bicycles.

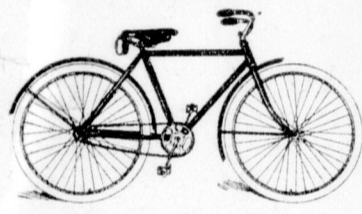
BRANTFORD RED BIRD

at about the same price and have the guarantee that you are riding a Made-in-Canada Bicycle for which you can at all times get spare parts. Think it over before you buy. The apparent saving of \$5.00 on the purchase price will melt away like a

Snow Ball In July

when you suddenly discover that you have on your hands a fourth grade bicycle, for which you cannot get service or repair parts.

Follow the crowd. Buy a Brantford Red Bird Bicycle



The One Best Buy. Our services free with every Bicycle.

Bicycle & Motor Sales Co.

125 Wellington. Cash or Terms

Yes, Sir!

Our Ice Cream Bricks

are always firm enough to let you get them home in good condition to serve.

PETERS

"Shop 'Round the Corner"

The Choicest Fresh Vegetables and Fruits

Are To Be Found at Diprose Stores.

Ripe Strawberries, box .25c
Ripe Pineapples, each .40c
Small Grapefruit, each .50c
Extra Fancy Apples, doz. 50c
Green Peas, in the pods .30c
Fresh Asparagus .18c
Hothouse Cucumbers .35c
White Cauliflowers. 25c, 35c
New Cabbage, per lb. .12c
Florida Ripe Tomatoes .50c
Cultured Mushrooms .125
Sweet Green Peppers. 5c, 10c
Boston Head Lettuce .20c
California Celery .15c, 20c
Sweet Potatoes. 2 lbs. 25c
Also Parsley, Watercress, Radishes, Lettuce, and Green Onions.
Dill Pickles, per dozen .30c
Mustard Pickles, per quart 40c
Sweet Mixed Pickles .50c

JOHN DIPROSE

268 Dundas Street, Phone 2262,
160 Wortley Road, Phone 1397.

Reliance Garage

Service Station

IT COSTS A LOT TO LIVE But don't let the matter of expense keep you from having your eyes cared for. Sight is more important to you than clothing, food, or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company, Specialists, 233 Dundas street, Phone 1577.

CARD OF THANKS.
Mrs. Walter Cook wishes to thank the many friends who showed such kindness and sympathy during her recent bereavement, particularly to the Sons of England, who conducted the funeral services.



For \$1.00

Any article in our north window and on special table, main floor, for \$1.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers,
386 Richmond St. Phone 1084.

FARMERS ARE BUSY IN LAMBETH DISTRICT

LAMBETH, April 4.—Quite a lot of plowing and some seeding have been done in some sections of this district, and with good weather from now on the farmers will be very busy on the land. While the scarcity of help is a handicap, all are preparing to put in record crops.

George Walters, who was recently operated on in Victoria Hospital, is improving and will soon be home again. His mother has taken over the milk business of Wesley Baker.

DOCTORS DISCUSS LAW TO CONTROL DISEASES

Toronto, April 4.—A deputation of doctors from all over the province was in session with the provincial board of health at the parliament buildings today discussing the regulations which the board will issue to control the spread of the social disease. It was decided to hold another meeting with the doctors before the social disease act goes into effect on July 1.

Meat Specials for Saturday Only

We have prepared a bumper list of specials for Saturday selling. Every item listed here is the choicest quality, and is sold under the most sanitary conditions. We cater to particular people—those that demand the acme of quality. Buy here and know you are getting the best the market affords. Shop or phone early for the rush specials.

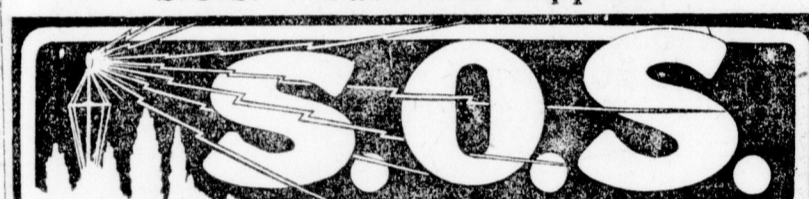
RUSH SPECIAL WHILE IT LASTS STEWING VEAL, 15c Lb.

Pickled Hocks (extra mild).....18c lb.	Choice Lean Beef Cuttings.....25c lb.
Choice Pickled Spareribs.....20c lb.	Fresh Ground Hamburg.....35c lb.
Choice Prime Rib Roasts.....30c lb.	Chicory, Spareribs, Oxtails, Pork
Boneless Rolled Roasts.....30c lb.	Hearts, Pork Liver, Calves' Liver.
Blade Rib Roasts.....25c lb.	Fresh Caught Lake Erie Fish, very
Choice Shoulder Roasts.....27c lb.	choice; Herring, Whitefish, Perch
Choice Chuck Roasts.....25c lb.	and Pickle.

Wilson's Arcade Meat Market

PHONES 5600-5601. RICHMOND AND MARKET SQUARE.

S.O.S. --"Save Our Supplies"



Selling-Out Sale

\$40,000 Stock Must Be Sold

Remarkable opportunity for saving awaits you at this store now. Thousands of people are taking advantage of these wonderful values.

Seven Big Specials

Men's Suits---Special No. 1

\$13.50 Suits, S. O. S. . . . \$7.95	\$20.00 Suits, S. O. S. . . \$12.45
\$15.00 Suits, S. O. S. . . \$9.95	\$25.00 Suits, S. O. S. . . \$14.95

A broken line of suits, manufacturer's samples, at about a third less than wholesale prices, \$8.75, \$10.75, \$12.75, \$13.75, \$15.75, \$17.75, \$19.75, \$21.75.

Men's Pants

SPECIAL NO. 2.

\$2.75 value, S. O. S. . . \$1.95
\$3.50 value, S. O. S. . . \$2.69
\$4.50 value, S. O. S. . . \$3.69
\$5.50 value, S. O. S. . . \$4.29

Broken sizes to clear at . . . \$2.25, \$2.75, \$3.25, \$3.75, \$4.69

Raincoats

SPECIAL NO. 3.

\$10.00 value, S. O. S. . . \$4.95
\$13.50 value, S. O. S. . . \$9.95
\$17.00 value, S. O. S. . . \$11.95
\$20.00 value, S. O. S. . . \$14.95

Broken sizes to clear at . . . \$10.25, \$12.50, \$14.75, \$15.69

Hats

SPECIAL NO. 4.

\$2.50 value, S. O. S. . . \$1.35
\$3.00 value, S. O. S. . . \$1.85
\$3.50 value, S. O. S. . . \$2.35
\$5.00 value, S. O. S. . . \$3.75

Broken lines to clear at . . . \$1.95, \$2.25, \$2.75

Work Shirts

SPECIAL NO. 5.

\$1.25 value, S. O. S. . . .85c
\$1.35 value, S. O. S. . . .98c
\$1.65 value, S. O. S. . . \$1.19
\$1.75 value, S. O. S. . . \$1.35

Broken sizes to clear at . . . \$1.00, \$1.10, \$1.25, \$1.29

Overalls

SPECIAL NO. 6.

\$2.25 value, S. O. S. . . \$1.95
\$2.50 value, S. O. S. . . \$2.25

Broken lots to clear at, with bib or without . . . \$1.49

Fine Shirts

SPECIAL NO. 7.

\$1.50 value, S. O. S. . . .90c
\$1.75 value, S. O. S. . . \$1.00

Broken sizes to clear at . . . 69c, 79c, \$1.50, \$1.75

SPECIAL HOUR PANT SALE DAILY 5:30 TO 6:30 P.M.

An offering of five dozen pairs of men's pants, nice neat stripes, made with five pockets, belt loops, cuffs and first class trimming. Regular value \$5.50. Daily, 5:30 to 6:30 p.m. \$2.95

Raincoat FREE---Reg. Value \$12.50

Every customer making a purchase of one dollar or over tomorrow (Saturday) between 8:30 a.m. and 4:30 p.m., will be presented with a numbered coupon. A drawing will take place at 4:30 on Saturday afternoon, and the person in the store holding the lucky number drawn will be given a Man's Raincoat, valued at \$12.50, absolutely free.

Mr. E. J. GRANT, 19 Cynthia street, city, won the raincoat on Saturday, March 30, with ticket No. 2075.

Look for the Big Black and Yellow Sign.

The GIANT Clothing House

120 DUNDAS ST. OPEN EVENINGS UNTIL 9 O'CLOCK.

The Quality of Goods

Sold at Rowat's please people who are real particular about quality.

OVERSEAS BOXES

Make one up now and send it. "He" will appreciate it. We can suggest many items to put in. From \$2.00 to \$5.00 a box.

PIN MONEY PICKLES

Made from the famous home recipe of Mrs. Kidd.
Mixed, Bur Gherkins, 50c
Melon, Pickled Peas, 50c
Cucumber Mangoes, 60c
Melon Mangoes, 60c

GRAPE FRUIT

Choice heavy Florida Grapefruit of finest quality.
Three for 25c, 10c, two for 25c.

Iceberg Head Lettuce and other vegetables fresh for Saturday.

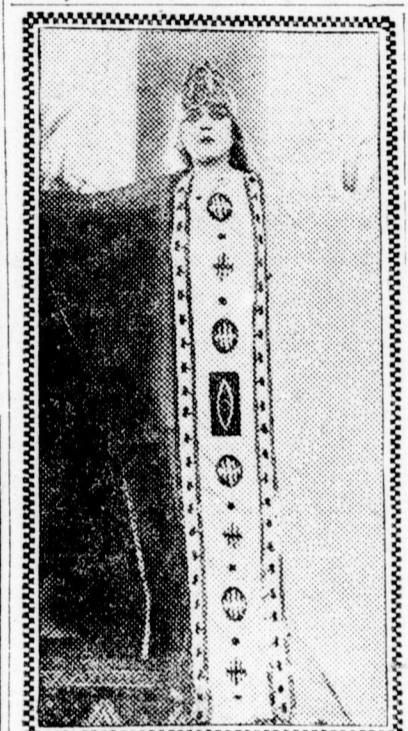
Phone your order. It will be carefully and promptly filled.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.

PATRICIA

That most compelling love story of all history—the romance of Antony and Cleopatra—A love that wrecked empires and changed the map of the world, will be shown in the wonderful production, "Cleopatra," at the Patricia Theatre beginning Monday, matinee. The Siren of the Nile is portrayed by Miss Theda Bara, undoubtedly the greatest exponent of vampire roles. In this production Miss Bara was more than fifty distinctly different costumes, and about



THEDA BARA AS CLEOPATRA
At the Patricia Theatre next Monday, Tuesday and Wednesday. A story of Marc Antony's love for Egypt's famous queen, a love that wrecked two empires and changed the map of the world.

\$150,000 worth of jewels and ornaments. Some of her gowns are sensational, but these have the endorsement of Egyptologists, who have pronounced them historically correct. More than fifty distinct costumes, and about 150,000 worth of jewels and ornaments. Some of her gowns are sensational, but these have the endorsement of Egyptologists, who have pronounced them historically correct. More than fifty distinct costumes, and about 150,000 worth of jewels and ornaments. Some of her gowns are sensational, but these have the endorsement of Egyptologists, who have pronounced them historically correct. More than fifty distinct costumes, and about 150,000 worth of jewels and ornaments.



Little Mary McAlister in "Do Children Count?"

This famous little child star will be seen at the Patricia Theatre today and Saturday in another episode of the above-mentioned serial, "A Place in the Sun" is the title given the chapter shown today and Saturday.
SONIA MARKOVA, in "The Painted Madonna," is the screen feature again for today and Saturday. It is an intensely interesting photoplay.
The Carson Trio, singers and musicians, present a novel and entertaining vaudeville act.

MAJESTIC

Feature Screen Attraction at the Majestic Theatre Today and Saturday.

"The Suspect" contains a great many beautiful and unique scenes. None, per-



ANITA STEWART, star in "The Suspect," a thrilling photoplay, showing at the Majestic Theatre today and Saturday.



The Purdom Hardware

Sole Agents for CHI-NAMEL VARNISH and LOWE BROS.' HIGH STANDARD PAINT.

LYDD GEORGE SAYS: "We must produce MORE." Let us all help by putting in a garden this year.



Rakes, 40c up.
Hoes, 40c up.
Trowels, 15c up.
Etc., etc.



Light, \$4.50.
Heavy, \$5.50.
Steel tray, \$10.00.



\$5.25, \$6.00, \$6.50, \$7.50.
All guaranteed.



Made in many different widths. Price 6c yard up.



Use Lowe Bros' Paint. Only one quality, and that is the highest. Prices: Half-pint, 35c; pint, 65c; quart, \$1.15; half-gallon, \$2.20; gallon, \$4.25.

Floor Brooms

Same as cut Special for Friday and Saturday only

58c



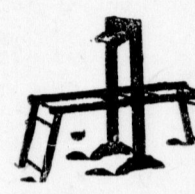
BUCCO CULTIVATORS

Now is the time to buy this cultivator. We now have a few in stock. Price \$1.25 each.

Spading Forks, \$1.50 and \$1.65.
Garden Spades, \$1.25, \$1.35, \$1.65.

Roller Skates

Prices: \$1.00, \$1.50, \$2.50, \$3.00 and \$4.00 pair.



Tub Stands

Will fold up. Price \$3.00 each.

Seeds

We now carry a large stock of Grass Seed, Flower Seeds, and Vegetable Seeds of all kinds.

SPECIAL! SPECIAL! SPECIAL!

SERVING TRAYS—Four different styles, with glass bottom, worth regularly \$3.00, at only \$1.98 each. Only a limited number to be sold.

THE PURDOM HARDWARE CO.

124 DUNDAS STREET.

TWO PHONES: 2800 and 2801.

There's a Ruddy Store Near You

DROP IN SOME TIME
Sample Our Goods,
733 RICHMOND STREET,
308 1/2 DUNDAS STREET,
874 DUNDAS STREET.

ENGLISH RHEUMATISM CAPSULES

REMOVE THE CAUSE OF ALL FORMS OF RHEUMATISM.

Taylor's 6 Cut-Rate Drug Stores

Try us with your next

PRINTING ORDER

We may save you money.

Hay's Stationery

173 DUNDAS STREET.

Phone 150 or 53.

EVERYTHING ELECTRICAL

Consult us about your Electrical Supplies. We carry a complete stock. Estimates given on wiring contracts.

Western Ontario Electric Co.

237 Dundas Street, Phone 4071,
A. T. TAYLOR, E. L. CAMPBELL.

JOHN A. NASH

"My Jeweler"

has the most beautiful

Long Strings Pearl Beads

from \$5 to \$25. Buy, they are selling.

New Store: 206 Dundas Street, Opposite Gammage's.

"Where you will eventually buy."

THE CANADA AUTO DEVICES CO. 2141

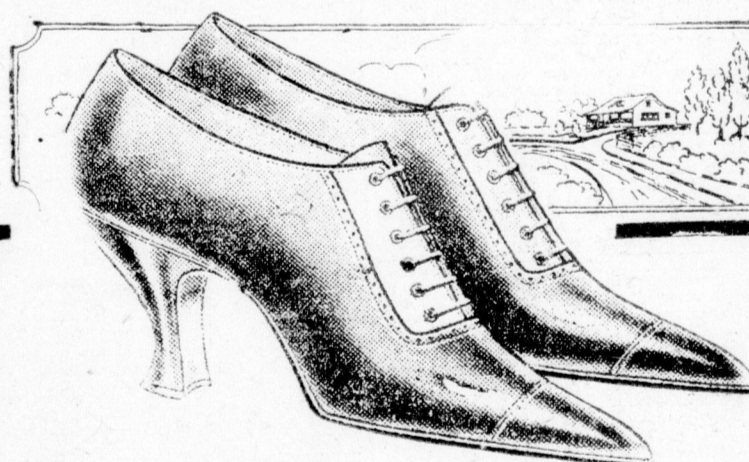
PARTRIDGE TIRES ARE

SO DO THOSE WHO HAVE THEM.

Your Shoes

will last longer and look better if you will let us fit you perfectly. We know what is necessary in a shoe to avoid foot trouble. This has been gained from years of study and observation. We invite you to call.

COOK'S SHOE STORE



Ladies' Oxfords We Have Them Come and See!

Grey Kid Oxfords with Louis Heels \$7.00

Black Kid Oxfords, high Louis Heels \$5.50

Koko Brown Oxfords, Sport Heel \$7.00

Black Calf Oxfords, Sport Heel - \$6.00

OUR NEW PUMPS HAVE ARRIVED!

JOHNSTON & MURRAY

LONDON. ST. THOMAS.

CANADA FOOD BOARD.
The soldiers of the Allies who never win the war if food supplies fail. The only part of the British Empire where the needed foods are both found and can be reached by today's depleted shipping in Canada.