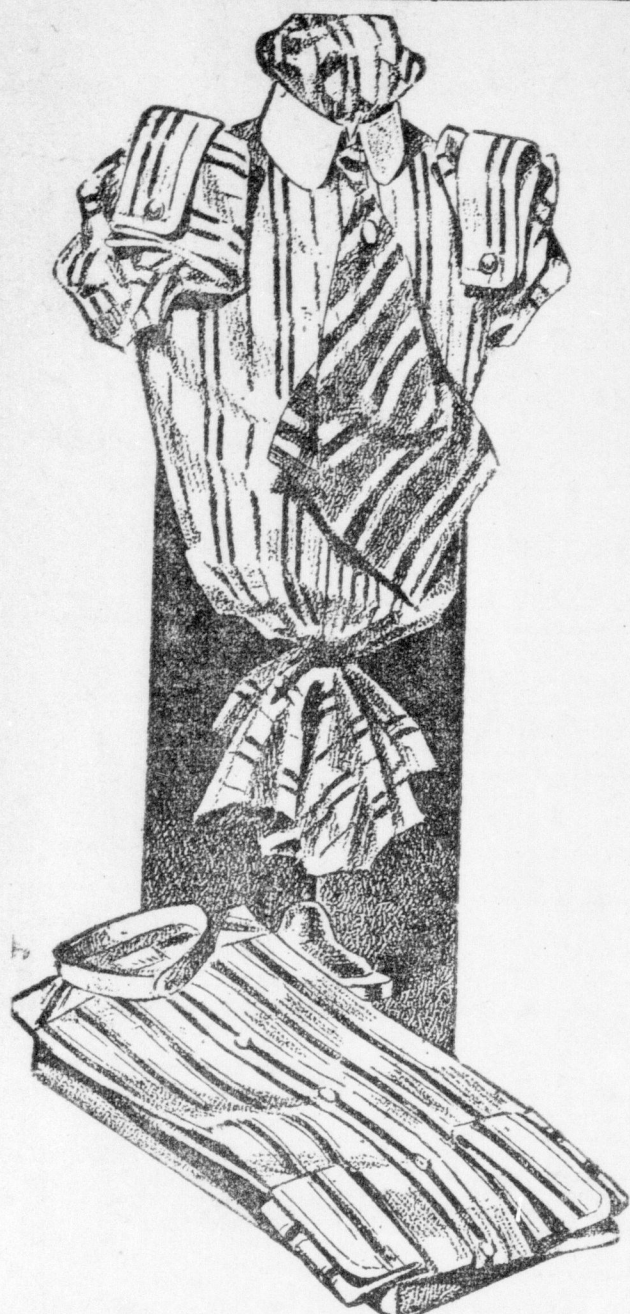


The Season's Latest Fashions In
London Stores

"In spring a young man's fancy
lightly turns to thoughts of love," and
hence new clothes.

When the feminine mind is concentrated on what will be the newest and up-to-date fashion, it is surprising to find the number of men who are seen gazing inquisitively into store windows, bent upon ascertaining the latest styles in men's apparel.

The two weeks preceding Easter is always the busiest season of the year with tailors and gents' furnishing stores.

At this season of the year one gazes into the windows and sees bright and gaudy neckwear, new light-colored clothing, hats and other male accessories.

The fashions in men's clothing change as frequently as women's, although perhaps not to such a remarkable degree.

The influence of the war has left its mark on clothing to a great extent. The question then arises, what are men going to wear this spring and summer?

Pinch-Back Popular.
A tour of the different tailoring, clothing and haberdashery establishments was made by a reporter and this is what he learned as to what the men would wear up-to-date from now until the autumn breezes blow.

First of all, inquiry was made as to suits. In suits the predominating colors will be grey and brown, with the darker colors shown in the more conservative models. In young men's suits the "Pinch-Back" is again the favorite. An extensive showing is made of this style.

It has become even more popular than last season. Two clothes states that the demand was so great for this class of suit that their stock had already been exhausted and that hurry-up orders had been sent in for more.

For the more conservative dresser, the sack coat is shown. The double-breasted coat is again making a big favor and will be shown extensively by tailors and clothiers this spring. For summer wear the open

and loose-woven tweeds will be strong.

Palm-Beach Suits.
The palm-beach suit this year bids fair to come into its own in this part of the continent.

"We have been some time in selecting men into wearing the palm-beach suit, but at last it's going to be the most popular summer garment," said a clothier, who further added that he had ordered an extensive stock of the "Kool-Klooh" garments.

In spring overcoats the young men's models are light-colored tweeds in the pinch-back effect, and the handy slip-on, always in tweeds.

The dress spring overcoat is the dark grey lightweight material, made in Chesterfield style.

In raincoats the patterns run to tweed effects, with the usual fawn-colored waterproof.

Bright Neckwear.
In shirts and neckwear, though, is where the man will come forth arrayed "like Solomon in all his glory." Neckwear this season runs to loud flowered patterns in all the colors of the rainbow, from the crushed strawberry effect to plain bright colors. Bows will be shown extensively, while four-in-hands will retain their popularity.

Soft Collars.
In collars the haberdashers predict that the soft collar will have this summer the largest sale it has ever experienced.

A new collar is one of a woven silk material. The soft collars will be held down this year instead of being buttoned together by a bar, as in former years.

Silk Shirts.
In shirts soft cuffs and negligee effect, in silk, linen, cashmere and cotton materials, will be the thing. All patterns will be fairly conspicuous, the tendency being to run to wide stripes.

For outer wear, flannel trousers will be popular.

Wide-Brimmed Hats.
In hats the shapes for both spring and summer tend towards broad brims. The spring hats that are shown are in grey, fawn and green colors. For summer the sailor in fine straw with a wide brim will be shown. The Panama, which has lost its favor the last few summers, will be more popular than ever this year.

Latest in Shoes.
In shoes the narrow, long last with narrow toes is regarded as the fashionable shoe, although the broad-toed shoe, copied from the military boot, will still remain in favor with a large number. The colors will be mahogany, russet, ox-blood, tan and black, in all leathers. The white shoe in canvas and buck will be worn for sport wear and vacation and week-end at the lake-side.

These above-mentioned are to be the more popular portions of men's wearing apparel, but more conservative dressers who prefer the less conspicuous styles will be able to procure the things that best appeal to the individual taste.

REV. R. W. NORWOOD TO SPEAK.
THORNDALE, April 3.—Edward Stinson, who recently sold his farm on concession 2, West Nissouri, to J. Dawson of Derizes, has moved to Thorndale.

The Women's Institute will meet on Thursday afternoon at the home of Mrs. (Dr.) Armstrong. An address will be given by Rev. R. W. Norwood, M.A., rector of Memorial Church, London. A topic on "Value of Ideals" will be given by Miss A. V. Hueston. Music will also be furnished.

ANOTHER WOMAN TELLS
How Vinol Made Her Strong

Beallville, Ohio.—"I wish all nervous, weak, rundown women could have Vinol. I was so rundown, weak and could not sleep. Everything I ate hurt me, and the medicine I had taken did me no good. I decided to try Vinol, and before long I could eat anything I wanted and could sleep all night. Now I am well and strong, and in better health than I have been for years."

—Mrs. Anna Millison, Beallville, Ohio. We guarantee Vinol for all rundown, weak and debilitated conditions. Taylor Drug Company, London; also at the best druggists in all Ontario towns.

Saxol Salve
CURES SKIN AFFECTIONS
One package proves it. Sold and guaranteed by above Vinol druggist

Dowler Easter Outfitting
Creations

All Characteristic of This Store of Distinctive Attire

In our showing of advanced spring styles is a myriad of different patterns and shade combinations that represent the last word in the fabric designers' world. All exclusive, all carefully selected. We have for your Easter selection this season the first choice of the output of twelve large factories, besides the sole showing for this city of the celebrated 20th Century Bench-Tailored Clothes and the dressy young man's ideal. The Society Brand hand-tailored suits and topcoats now recognized as the top notchers of this continent. Showing scores of distinctive styles that have been tailored exclusively for Dowler stores.



This is a cut of the very last word in our young men's sport suit, hat and slip-on spring top coat. Young men will be delighted with our selection.

Attractive Styles, Superb Tailoring, Easter Suits for Young Men

We have given particular attention to this department, securing the product of the brainiest designers of young men's stylish models on the American continent. The Beltsac, The Row, The Ritz-Carlton, The Collegian, The Sport, The Celtic. The graceful roll lapels, snug-fitting belted backs and three-quarter belt \$14.50 to \$35.00

Blue and Grey Suits

Extraordinary Values.

Absolutely pure wool, absolutely guaranteed colors and absolute \$35.00 tailor values, for \$25.00
Other blues and greys of British manufacture, equally attractive cash savers \$15.00, \$16.50, \$20.00 and \$22.00

We have outdistanced every display of previous years in an almost unlimited selection of these most serviceable and ever dressy suits in every wanted shade.

Spring Top Coats

SCOTCH TWEED AND SCOTCH PARAMATTA RAINCOATS.

In a regular profusion of new styles.....

..... \$7.00, \$7.90, \$8.50, \$10.00, \$12.00, \$14.00
Service and utility have been combined with good taste.

\$10.00 Double Texture Paramattas, guaranteed waterproof \$7.80
\$13.50 English Paramattas \$9.45

Boys' School Paramattas.
Boys' Scotch Tweed Rubberized Slip-ons.

YOUNG MEN'S SUITS

Modish models that reflect the dress-up spirit of young men who are putting things over in sports and business. Every suit is a top-notch in style and correct in fabric, fit and finish. Many exclusive patterns. If you want to dress smartly and yet not expensively you have only to come to our store, and both of these desirable requirements will be found.

OUR WORK GOODS DEPARTMENT

We keep the quality up, even among our "work goods," thereby assuring the customer excellent wear service. Whatever you need in the way of Overalls, Work Shirts and Pants you will find here at lowest possible prices. Also take a look at our line of Work Mitts in Horsehide, Mule and Calfskin.

NECKWEAR

Exquisitely beautiful patterns in English, French and Swiss silks for business wear and all dress occasions. We have the first choice of Canada's leading neckwear manufacturers.

SHIRTS

All styles, patterns and sizes in Arrow, W. G. R., DeLuxe and Dowler's Special. We also carry a full line of "stout" sizes for the big men, and a complete line of Arrow and W. G. R. Collars in quarter sizes.

UNDERWEAR

Our Underwear Department is second to none in all Western Ontario—both two-piece and combination suits, in silk, linen, lisle, French balbriggan and fine wools—including such famous makes as Tru-Knit, Dr. Jaeger and Dowler's Specials.

HOSIERY

All weights, sizes and the season's favored shades in Silk, Lisle and Cashmere at a wide range of prices.

Easter Hats and Caps

THE BORSALINO, in distinctive authentic styles, of the latest Easter 1917 shades; makes a correct finish to every Dowler Easter outfit. Come and try one on.

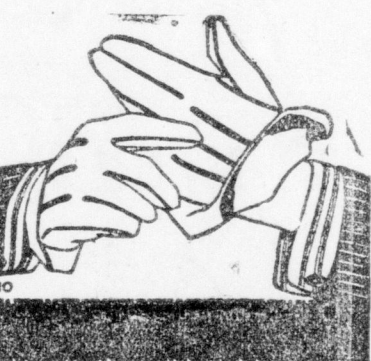
See our Easter display of King, Stetson, Dowler Special and Walthausen Hats.

Caps too in the new one-piece top English and domestic makes.



GLOVES GLOVES GLOVES

An unusually fortunate purchase of a tremendous stock of latest style English and French Gloves enables us to offer values unmatched and unmatchable. We also carry a regular line of such well-known makes as Dent's, Fownes' and Perrin's.



Boys' Clothing

High School Students' Suits, Youths' "First Longs," Boys' Suits, Children's Fancy Suits, Toppers, Raincoats and Hats, Boys' Bloomers, Blouses, Shirts, Stockings, etc. Everything to please the boy who is careful of his appearance and everything of good quality—built for long wear and rough usage.



R. H. & J. DOWLER, Limited

CALL AND GET THE LATEST SLANT ON THE GOOD CLOTHES IDEA. EVERYTHING MARKED IN PLAIN FIGURES. ONE PRICE TO ALL.

CLINTON'S LIBRARY ONE OF BEST IN PROVINCE

New Annex Stack Room Opened to the Public Last Week.

CLINTON, April 3.—The new Carnegie annex of the Clinton public library is now being appreciated by the local readers, as the splendid large stackroom with its 1,200 square feet and the most modern methods in an effort to make the library "up-to-date" in every way.

The Dewey decimal system of cataloging and indexing has been used; also the Newark system of charging, both of which are considered the best available.

A department not generally emphasized in small libraries is the children's department, but in the Clinton library special attention has been given to this, and 1,200 volumes of books specially suitable for children have been placed in a large bright room at the disposal of the children.

The interior of the old library has been repapered, painted and furnished in harmony with the new part, and a

splendid new system of lighting introduced; also a drinking fountain and lavatory has been installed.

While the circulation of this library has averaged for a number of years 18,000 volumes, and in 1915 went as high as 19,000 and which is about twice the circulation of most libraries in towns of this size, it is expected that because of the increased accommodation the circulation will be still further increased.

Visitors and others interested in libraries claim that the Clinton library is one of the most modern and up-to-date in the province, and is not excelled by any town of its size.

Much of the credit due for the success of this institution must be given to the indefatigable president, W. Brydson, who has given a great deal of time and thought in the creating of the library and in the completion of the new buildings, as well as the librarian, Miss M. Ruid, who has been most thorough in her work of rearranging the several thousand volumes.

WAR BALLOON ASTRAY.
London, April 4.—A large German balloon has landed near Climbriham, a Swedish town on the Baltic, having been driven by contrary winds out of its course to the eastern front, according to a Stockholm dispatch to the Evening Telegraph Company.

Four German officers, who were passengers in the balloon, have been interned at Stockholm. A quantity of maps and photographic apparatus which they carried was confiscated.

ABUNDANT HELP FOR FARMERS IN THE TOWNS

TORONTO, April 3.—Under the auspices of the "resources committee," a non-partisan creation of the Legislature and the Toronto Board of Trade, a large meeting was held tonight in Massey Hall to consider ways and means to aid the farmers of the province in the production of the essentials of war time.

Sir John Hendrie, lieutenant-governor, presided and among the speakers were Premier Hearst and N. W. Howarth, leader of the Opposition. All the speakers made it evident that a cordial hand was extended to provide all the labor required by the voluntary system, and the opinion was expressed that there was an abundant reservoir of the needed help in towns and cities if judiciously called upon.

McALLISTER OUTFIGHTS McTIGUE.
NEW YORK, April 3.—Bob McAllister, the California middleweight, cleverly outfought Mike McTigue, of New York, at the Pioneer Athletic Club tonight. McAllister won easily in the first three rounds, while the local man took the fourth and fifth. In the subsequent rounds McAllister led by a large margin.

A CURE FOR DRUNKENNESS WITHIN THE REACH OF ALL

That Alcoholism is a disease is now recognized by Science. No man in his senses brings disgrace and ruin on himself and family through choice.

Alcure stops the craving for drink, builds up the system, steadies the nerves. It is guaranteed to cure or benefit, or money refunded after a fair trial. Alcure No. 1 can be given secretly by any wife or mother wanting to restore a dear one to health and usefulness. Alcure No. 2 is the voluntary treatment.

Can be had at our store, only \$1 per box. Ask for our free booklet about Alcure. W. T. Strong & Co., druggists, 1284 Dundas street, London.

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DODD'S KIDNEY PILLS
CURES RHEUMATISM, GRAVEL, BRUISES, BURNS, SCALDS, DIABETES, BLINDNESS, ETC.

Small Kidney Disease. Bright's Disease. Diabetes. Rheumatism. Gravel. Bruises. Burns. Scalds. Blindness. Etc.

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BLONDIN HAS REPENTED; WILL AMEND "HIS PAST"

MONTREAL, April 3.—Lieut.-Col. the Hon. P. E. Blondin, in an interview here tonight, makes it clear that the uppermost idea at the present in his mind is to put the Province of Quebec in the right light before the other sections of Canada.

Colonel Blondin, while denying that he had ever in his political career said anything of which a British citizen should be ashamed, said if an admission of repentance were necessary he would say that he had repented, and would, from now till the end of the year, make amends for what some people called, "his past."

PACKED FOUR BOXES.
ALISA CRAIG, April 3.—The Women's Institute packed for the month of March four boxes of supplies for the boys at the front. The following is a list of articles sent: 23 pairs socks, 14 shirts, 12 pyjamas, 12 trench suits, 1 trench cap, 8 scarfs, 2 ties, 36 M. T. bandages, 17 T. bandages, 7 triangular bandages, 1 roll gauze, 2 hot water bottle covers, 2 bundles old linen.

The ladies met every Wednesday in the public library room or in the council chamber to work on the articles, which cannot be taken home. They also distribute yarn, shirts, etc., to those who are willing and have time to make up the goods. They are canvassing the town for monthly subscriptions for the Red Cross, in order to raise enough money to keep the supplies maintained. The Y. P. C. has held several concerts this winter to

raise money for the same purpose, and passes the proceeds all over to the Women's Institute. It is putting on another play on Easter Monday, and is looking forward to a crowded house.

NEW RUSS TRADE MINISTER.
PETROGRAD, April 3.—Via London, April 4.—Professor Boris Bakmetieff has been appointed vice-minister of trade and industry.

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Windsor Table Salt
The Standard of Quality
THE CANADIAN SALT CO. LIMITED

Smart and New

Easter Novelties

Hatpins, in sterling silver, gold filled, black and solid 10k. Ranging in prices from 40c pair to \$3.00

Angerle Pins, from 50c pair to \$1.25

Pearl and Jet Beads, from \$1.00 to \$10.00

Stringers, in jet, colored pearl from 50c pair up

Umbrellas, with sterling silver-mounted bands; some with cords, Broadway roll \$8.00 up

Mesh Bags, from \$1.00 up

Formic Vanity Case, \$1.00 up

Coin and Vanity Case, combined \$2.00 to \$5.00

The newest designs in Bar Pins, Pendants and Brooches.

Diamond and Pearl Rings make a most acceptable gift at this time of the year.

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.



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CURES SKIN AFFECTIONS
One package proves it. Sold and guaranteed by above Vinol druggist