THE MARCH DESIGNER.

This number is now in-one of the most valuable issues of the year-the March num-

ber, introducing the new spring and summer styles.

The color plates in this issue

are very fine, the stories and household hints most inter-

SUBSCRIBERS' COPIES

ARE READY.

THE SPRING FASHION

BOOK, 25c, with 15c pattern coupon free, showing

all the new standard patterns for ladies', misses' and children's garments for spring

At Pattern Counter.

CHILDREN'S AND MISSES'

BRUSH WOOL SCARFS, ONE-

THIRD OFF.

Still a number of splendid sets,

scarfs and caps. It will be wis-

dom to buy next winter's sup-

ply at these prices-one-third

year ago, when these were

Main Floor.

MAIL ORDERS

If ordered by mail, add 14c

for postage. Any excess

postage will be returned.

Coupon must be sent with order. None accepted after

CHIROPODY.

Do your feet trouble you? Consult

and summer.

Small Accounts

Some people have the im-pression that because their savings are small their ac-count would not be appreci-ated by the Huron & Eric.

Many of our depositors who comenced with a dollar have now at their credit large balances.





From Piles

t will give quick relief, and a single box often cures. A trial package mailed free in plain wrapper if you send us coupon below.

FREE SAMPLE COUPON PYRAMID DRUG COMPANY, 554 Pyramid Bldg., Marshall, Mich. Kindly send me a Free sample of Pyramid Pile Treatment, in plain wrapper.



MIRROSCOPES for showing postcards, etc., on a screen. J. H. BACK & CO., 210 Dundas.

Heart and Nerves

HACKING'S HEART and NERVE REMEDY is recommended for Pal-pitation, Throbbing or Irregular Heart Beats, Dizziness, Shortness of Breath, Epilepsy, Shooting Pains through the Breast, and Heart, Dis-tress after Exertion, Sleeplessness and Restlessness. It takes away that tired feeling of the overworked housewife and acts as a sedative to the Nerve and the Brain of the worried businessman. Hacking's Heart and Nerve Remedy insures you a good night's rest and sleep so that you will awake in the so that you will awake in the morning refreshed and vitalized and ready for a full day's work. Price 50c a box, 6 for \$2.50, from your dealer or by mail, postage paid. C. B. Hacking, Phm. B., Listowel. 16u

POKER TACTICS DEFEATED FRITZ AND WON ADDED DECORATION FOR LONDON OFFICER OF PRINCESS PATS

'Bluff' of Major Hugh Niven Was Raised Again and Again But Never Called-Intere sting War Reminiscences of London Boy Appear in New York Paper.

But Never Called—Interes siting War Beninimeenens of London Boy Appear in New York Paper.

Why me upon an advantage of the control of the Called State of the Called S

when I started to look over the situation for myself a little it reminded me more than anything else of the great national game.

Of course, I mean a poker game.

I looked around, and took in the other fellow's position pretty well and took in my own position pretty well and took in my own position pretty well. I decided without a doubt I was sholding a very dirty pair of deuces, but I was sure he did not know it. It looked like he had decided to call me rather early, but I could not stand for that, and managed by a certain amount of rifle fire to make him imagine I was holding something better than deuces. A little later on I raised him again, and still he did not know it was only bluffing him.

During this time I had several messages from people in the reart to say they were very sorry they could not heip me, that I was more or less surrounded and that I had better get out. "Well," I said to myself, "I do not believe these other fellows know I am surrounded—I don't think they know that I have only got a pair of deuces. We will hang around and raise them again."

This little game went on until it got dark, and I think Fritz got frightened and decided to call a sort of armistice, because he was really quite quiet and considering his hand well till I got up somebody else to help me.

The same thing happened again last June. I got into the same position—people on my right had been forced to go back—and I was left out in a place called the appendix, and it struck out quite a long way. It looked a lot worse than it was, and it was reduced to some forty men, but I decided once more that it is a good thing not to let the enemy know what I was holding, and I played poker once more. I played around with these forty men for twenty-four hours,

NO MORE KIDNEY TROUBLE

Since He Commenced to Take "Fruit-a-tives."

WHY I BELIEVE IN NUXATED IRON

our expert chiropodist. Treatments, 50 cents. Fifth Floor. As a Tonic, Strength and Blood Builder.

this week.

THE WEATHER COLDER; LIGHT SNOWFALLS. STALLMANSINERAN

April Showers Soon! These Are Days of Preparedness

These spring showers bring May flowers, and also catch many of us without the shelter of a raincoat or umbrella. It is seldom we think of these articles until they actually are needed, and then it may be too late. The umbrella or raincoat is quite likely to be elsewhere than the

This announcement is made to encourage "preparedness" for these showers that are sure to come, and so that we may always see the "silver lining" in the cloud instead of a discourag-

Women's Rain or Storm Coats

Necessary in every woman's clothes closet ready for instant use. The new coats we are now showing are smart styles, as well as being practical-useful for protection against rain or other storms, and in motoring. They are reliable, made of good rainproof materials, both in cloth and rubberized fabrics. See them on Second Floor.

Special Quality Umbrellas For \$1.50 Each

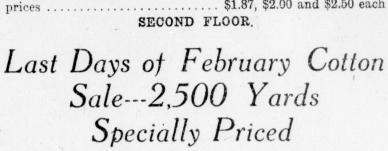
For lady or gentleman, close-rolling silk-and-wool covers, directoire and crook handles, plain or trimmed, extra good umbrellas for this price \$1.50 each

COLORED SILK-These are very smart ladies' umbrellas, with plain or trimmed directoire handles, with colored tops in brown, navy, purple and red. Price\$5.00 each

UMBRELLAS RE-COVERED-Don't throw a good handle away when the top is worn out. We will have a new cover mounted on it, giving you a new umbrella at very small cost. Samples of the different quality tops shown in Umbrella Section. Bring your old frames and handles and have them re-covered before the rainy season begins. Main Floor,

Children's and Misses' Bath Robes, Half-Price

One table of Children's Bath Robes are being cleared at just half price, the balance of this season's robes, only a size or two in each line, but collectively all sizes for ages 6 to 16 years; attractive figured and flowered velours, in colors of sky, rose, pink, grey and copen, all at half price to clear quickly. Sale prices \$1.87, \$2.00 and \$2.50 each



These splendid Cottons will be sold while they last at five and six yards for a dollar, and it will be wise in the face of the future cotton market to stock up at these prices, as such values will be difficult to procure again.

1,500 yards White Bleached Cotton, an exceptionally nice cotton for general household purposes, cannot be excelled at the price 20c yard, 10-yards piece \$2.00 1,000 yards Fine Factory Cotton, will bleach a beautiful fine white for underwear, and so much cheaper than the bleached. less than prices of about one Sale price 17c yard, or 12 yards for \$2.00

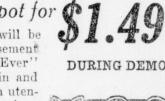
This Aluminum Saucepot for P Practical cooking demonstration will be

conducted all this week in the Basement by an expert from the "Wear-Ever" aluminum factory, who will explain and demonstrate the virtue of aluminum utensils. Many practical hints will be given that may prove helpful in the more economic management of the kitchen in this time of conservation of foods.

During demonstration we will sell this covered Stew Pot, four-quart size (wine measure), for \$1.49 if coupon is presented. The factory, having limited the number at this price, we must have a coupon for each sale for the factory check-up. Get yours early-they may not last the week. With the coupon\$1.49

BASEMENT.

If mailed, 14c extra for postage,



DURING DEMONSTRATION—THIS WEEK

Saturday.



(Clip out this Coupon.)

MANICURING AND HAIRDRESSING Shampoo, electric face massage, elec. tric scalp treatments, etc. Six treat-

BRING SOCKS.

SECOURS NATIONALE

SOCK SHOWER.

On Saturday, March 2, a

portion of our east win-

dow will be given up for

this patriotic work, where

donations of socks will be

received for our French

may be left at Transfer

Counter any day before

SMALLMANSINGRAM

MERCURY FELL 32

POINTS FOLLOWING
HEAVY RAINSTORM

WEAVY RAINSTORM

WEAVY

30 YEARS watch cases bearing the "Winged Wheel" trade mark have been the recognized standard of quality in Canada. For your own satisfaction make sure that it's there. THE AMERICAN WATCH CASE CO. OF TORONTO, LIMITED

Largest makers of watch cases in British Empire

