

Last Saturday Marked the Opening of the Spring Season at the Big Store

Fresh new Spring Goods are now on display in every section of the store

Simultaneously with the great awakening outdoors, broad assortments of fresh, new and beautiful Spring goods make their appearance all over the store. The airy, dainty stuffs and bright cheery colorings, the lovely hats, the pretty coats and suits are in tune with the brightness of nature outside.



The New Dress Goods

Exclusive and select new Dress Materials direct from the foreign market. There is a large choice of exclusive fabrics in all the fashionable weaves and newest ideas, many individual dress and costume lengths that cannot be duplicated, such as ratines, gaberdines, marquisettes, crepes, etc. which are decidedly the thing this spring.

Dainty Wash Goods

There is not the slightest doubt that our spring collection of Wash Fabrics is the finest we have ever imported. All the materials are now in stock and a daintier lot you never saw, including Crepes, Voiles, Ratines, Rice Cloths. An inspection of these goods will prove interesting.

The New Coats and Suits

This is one of the busiest departments in the store these days. No store in Western Ontario shows more individual styles and the values we are giving in this section makes lots of enthusiastic purchasers. The materials are excellent and the styles are correct in every particular. Come in early and pick out your coat or suit.

Distinctive Millinery

That is our key note, distinctive and exclusive models. We can serve your individual taste to a very marked degree by the large range of new models now on view in our show room. Paris, London and New York are well represented in our display, as well as exclusive designs by our own expert trimmers. The prevailing colors this season seems to be the Tango and tan shades with the new blue as a close second. Descriptions are useless. A few minutes in our Millinery section will be more satisfactory. We cordially invite you at any time to view this great showing.

The New Spring Waists

The finest gathering of lingerie shirt waists we have ever had the pleasure of showing. The collection embraces many new styles from the simple tailored effects to the more elaborately trimmed voiles. You are cordially invited to inspect these new waists.



Now It's The Men's Turn

Of course the ladies always come first and as you know for some days we've been telling about and showing them all the magnificent new things that this store has garnered from the four corners of the earth. Now we're ready for the men. [The new spring garments, the materials, the fine workmanship, will enthuse men of most critical tastes. We handle the celebrated 20th Century brand, the clothes with a national reputation.



The Joy of Giving

A FAIRY TALE.
Written for the Express.

Bill Hayseed lived in Squedunk township. To be exact Bill was owner and proprietor as well as resident of Squedunk township. Bill was a whole municipality, and was rated at between four and five million bones. To be sure Bill had mortgages plastered here and there, all over his township, about in all amounting to seven hundred thousand. There was no visible reason for this, as he had over a million on deposit in the Bank of the Big Mogul in Squedunk town, drawing three and a half per cent. This looked from the road to be a short sighted policy on Bill's part, as the mortgages drew a matter of five or six; but then, Bill may have had the best of reasons for this;

and then maybe he neglected it on account of the milking. He was a big man, with a hard, wiry body and a strong, rugged face, with an expression that somehow suggested—not exactly hurry—but an anxiety to get home and do "chores." He had hard, horny hands like hams of pork, tanned to a beautiful amber tint. He had callouses on the inside of the thumbs and on the palms, contracted by wheeling money to the bank. There was plant food on his boots, and the soles were worn in driving fat steers to market, and his trousers were calcined with caked hog feed and other groceries. Bill was picturesque at some angles; and lovers of scenery, used to stand and stare at him sometimes; and the dogs would occasionally smell his trousers to see if the calcine was dry on them. Persons who own a township with a nice modern barn on it,

and lots of cows can afford to knock around that way, as their credit is assured any way, and it doesn't matter if their trousers are not patterned after the latest New York fashions. Bill at least had an individuality with emphasis on it. He was not of the people who always look alike. There were those who insisted that Bill Hayseed consisted at one time of nearly a thousand voters scattered all over the township of Squedunk, and that through a miracle perpetrated by a bunch of bald headed fairies in the Legislature of Upper Canada, he was made into a unit—that is into a corporation—And had since acted as one man; at least he did in a lot of things. This is the fairy tale and you have to think it out for yourself, as it is printed in between the types. Now you see—don't you?

The town of Squedunk was situated on the edge of Bill's township of the same name, and was a blossoming little town that longed, as is usual with youth, to grow into a big city and turn its blossoms into fruit. It reached out hopefully after factories and such, in its intense desire offering often unreasonable inducements. Of course, it was a foregone conclusion that in a future, immediate or remote, with the increase of population through immigration and other causes Squedunk must become some "punkin," of a town. This was as clear as that the boy will eventually (barring cigarettes, of course) become a man. The age, however, is a rapid age, in which cities sometimes mature over night, and slow growth begets impatience. The citizens hoped that by taking thought they might add a cubit or two to the stature of Squedunk.

So they got out and hustled. Some of the efforts were pathetic enough, like the boy who buys a razor and cheerfully mows the down on his chin, hoping he might grow a whisker like his dad's, but on the whole their efforts were not entirely without fruit, and a crop failure only stimulated a more vigorous sowing of new seed. Later it began to dawn upon these enthusiastic citizens that their efforts were too localized. Squedunk was a business centre; part rather than a whole. Squedunk's interest was the interest also of the surrounding country, and vice versa, and true growth was the growth of the whole. The difference was a difference of function only not of interest. A greater Squedunk meant an increase in the value of antiquous holdings. Squedunk saw that it's true function and reason for existence lay in its relation to the surrounding district and the development of the district meant a greater Squedunk. It was noticed that Squedunk's most thriving factories were those which were pulling into marketable shape the produce of the neighboring farms and furthermore it was noticed that Business and Manufacturing Centres grow more freely when they have plenty of communication with other centres. Expansion meant communication and communication meant roads. The heads of the blacksmith shop and grocery store philosophers began to ring with "Radial." Here at last was the idea with the "prod."

Squedunk saw as one man the key to the greater Squedunk—town and township. The town's dream must broaden out and become the dream of

Continued on page 8

Closing Out

Our winter mounts and folders, to make room for spring goods

While They Last

HALF CABINETS

Regularly \$3.00, \$3.50 and \$4.00 \$2.50
Regularly \$2.50 1.50

CABINET SIZE MOUNTS

Regularly \$4.00, \$4.50 and \$5.00 3.50

CABINET FOLDERS

Regularly \$6.00 and \$6.50 5.00
4 x 6 in black and white, buff or buff sepia finish, mounted in folders. Our best. Regularly \$7.00, \$7.50, \$8.50 6.50

Work exactly the same as at regular prices.

The Clarke Studio

The Photographer in your town.

Aylmer

Delhi

"The Geese are Flying North"

How About
Your

Seed

You don't have to **Guess** that your **Seed** is good if you buy here.

Our Seed is all

Government Tested--

insuring purity and germination.

You can't afford to buy your **Seed** this year until you have investigated our stock and prices. We carry everything seeds.

Investigate! Investigate! Investigate!



J. A. GILLETT

"The Quality First Store"



600,000
Women
Own a
HOOSIER

PRICE \$35.00

Buy This One!

Your judgement is approved by 600,000 other women when you make your kitchen work easier by saving millions of steps and hours of time with

The Hoosier Cabinet

Health protection alone repays you for the small cost of your Hoosier. Physicians all agree that most women are on their feet too much. By combining, cupboard, pantry and kitchen table in

one place, the Hoosier enables you to sit at your work and get through quickly.

See the Hoosier at your earliest opportunity. If you can't come in, telephone, we'll send it on approval.

John Palmer & Son

"THE HOME FURNISHERS"

Bell Phone, store and residence 93

Rural Phone, store and residence 54

Spring Tailoring

For Ladies' or Gentlemen. All the latest costume lengths and suitings are now being shown by us

Orders for Ladies' Suits are coming in nicely and are receiving our careful attention. Leave your order early.

W. Stevenson

TALBOT STREET, WEST