

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.



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The New Dress Goods Exclusive and select new Dress Mater-

ials 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.

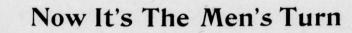
The New Coats and Suits

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. 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 and useless. A few minutes in our Millinery section will be more satisfactory. We cordially invite you at any time to view this great showing.

Distinctive Millinery

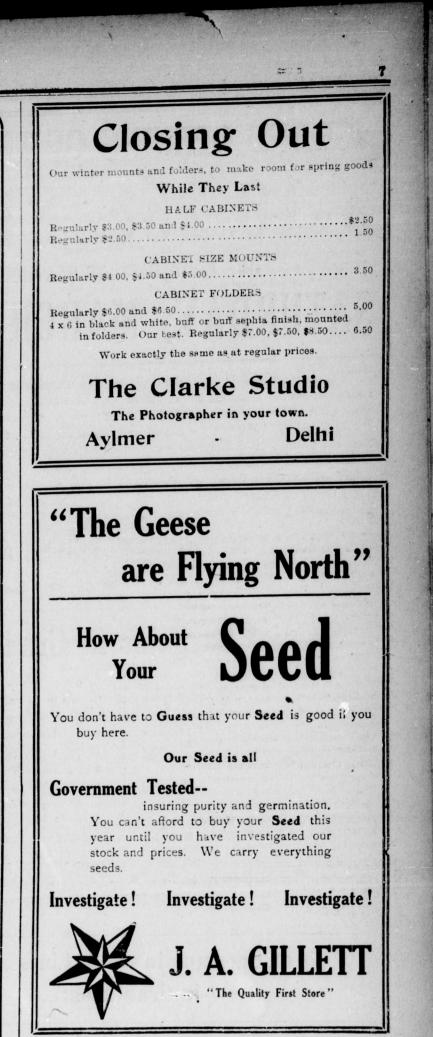
The New Spring Waists

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.



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.





WALL PAPERS

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The Joy of Giving A FAIRY TALE. 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

strong, rugged face, with an expression that somehow suggested-not exactly Written for the Express. Bill Hayseed lived in Squedunk townhurry-but an anxiety to get home ship. To be exact Bill was owner and and do "chores." He had hard, horny proprietor as well as resident of Sque- hands like hams of pork, tanned to a beautiful amber tint. He had callousdunk township. Bill was a whole mues on the inside of the thumbs and on nicipality, and was rated at between four and five million bones. To be sure the palms, contracted by wheeling Bill had mortgages plastered here and money to the bank. There was plant there, all over his township, about in food on his boots, and the soles were all amounting to seven hundred thou worn in driving fat steers to market, sand. There was no visible reason for | and his trousers were calcined with this, as he had over a million on depo caked hog feed and other groceries, sit in the Bank of the Big Mogul in Blll was picturesque at some angles-Squedunk town, drawing three and a and lovers of scenery, used to stand half per cent. This looked from the and stare at him sometimes; and the road to be a short sighted policy on dogs would occasionally smell his Bill's part, as the mortgages drew a trousers to see if the calcine was dry matter of five or six; but then, Bill may on them. Persons who own a townhave had the best of reasons for this; ship with a nice modern barn on it,

Spring Tailoring

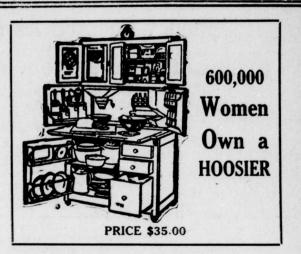
For Ladies' or Gentlemen. All the latest costume lengths and suitings are now being shown by us

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

> W. Stevenson TALBOT STREET, WEST

and lots of cows can afford to knock | So they got out and hustled. Some of around that way, as their credit is as- the efforts were pathetic enough, like sured any way, and it doesn't matter the boy who buys a razor and cheerif their trousers are are not patterned | fully mows the down on his chin, hopafter the latest New York fashions, ing he might grow a whisker like his Bill at least had an individuality with dad's, but on the whole their efforts emphasis on it. He was not of the peo- were not entirely without fruit, and a ple who always look alike. There were crop failure only stimulated a more those who insisted that Bill Hayseed vigorous sowing of new seed. Later consisted at one time of nearly a thou- it began to dawn upon these enthusisand voters scattered all over the astic citizens that their efforts were township of Squedunk, and that too localized. Squedunk was a bu through a miracle perpetrated by a ness centre; a part rather than a whole. bunch of bald headed fairies in the Squedunk's interest was the interest Legislature of Upper Canada, he was also of the surrounding country, and made into a unit-that is into a corp vice versa, and true growth was the oration-And had since acted as one growth of the whole. The difference man; at least he did in a lot of things. was a difference of function only not This is the fairy tale and you have to of interest. A greater Squedunk think it out for yourself, as it is print- meant an increase in the value of ed in between the types. Now you antiguous holdings. Squedunk saw see-don't you?. that it's true function and reason for The town of Squedunk was situated existence lay in its relation to the on the edge of Bill's township of the surrounding district and the develop same name, and was a blossoming lit- ment of the district meant a greater tle town that longed, as is usual with Squedunk. It was noticed that Sque youth, to grow into a big city and dunks most thriving factories were turn its blossoms into fruit. It reach-those which were pulling into market ed out hopefully after factories and able shape the produce of the neighsuch, in its intense desire offering of- boring farms and furthermore it was ten unreasonable inducements. Of noticed that Business and Manufac course, it was a foregone conclusion turing Centres grow more freely when that in a future, immediate or remo.e., they have plenty of communication with the increase of population with other centres. Expansion mean through immigration and other causes communication and communication Squedunk must become some "pun- meant roads. The heads of the blackkins," of a town. This was as clear as smith shop and grocery store philoso that the boy will eventually (barring ophers began to ring with "Radial. cigarettes, of course) become a man. Here at last was the idea with the The age, however, is a rapid age, in "prod." which cities sometimes mature over Squedunk saw as one man the key

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. 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



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