

COLORS IN LEAD AT ADVERTISER STYLE PAGEANT

Grand Theatre Packed to
Doors as Gorgeous Revue
Proves Irresistible.

UNEQUALLED IN LONDON

City Merchants Prove Ability
to Compete With Any and
All Competition.

BY OLIVIA HOGG.

SUGGESTIONS of soft pastel shades, deep tones of brilliant colors, a suggestion of the masculine in tweed and visions of the graceful clinging feminine in soft textured draperies of crepe fabrics—in truth Dame Fashion has created all manner of contrasts and surprises in the 1922 styles disclosed by The London Advertiser style show at the Grand Theatre.

How surprised would the ladies of the Victorian Era be were they to see the chenille fringe, which in days of yore they exhibited so proudly on their curtains and mantel drapes, used as the exquisite trimming of the exceedingly up-to-date cape Miss Edith Stewart exhibits for the Hudson's Fashion Shoppe. Of blue solid cloth, the cape was trimmed solely with deep chenille fringe, the responsibility for the note of color being left to the hat, which was laden with a wealth of flowers in brilliant shades and further enhanced with a flowing veil. The hat was exhibited by the Royal Millinery Company.

The chenille fringe was used again as the sole trimming of the dress appearing under the cape, but this time it was used in an extremely novel way. Alternating with narrow stripes of silver and gold were lengths of the fringe in a soft grey. Continuing around the neck, sleeves and hem of the dress, this made a most unusual and effective trimming.

"SIMPLY adorable" would be the average girl's verdict of a tennis costume worn by Miss Anna Finlayson of the Raphael-Mack Company. A simple white skirt made a most effective background for a blouse of blue flannel, tiny bands of white connecting blouse with skirt and making of the two an outfit to make one long for the advent of sunny days and green tennis courts.

A tailored hat from the Royal Millinery Company echoed the simplicity of the costume and to add to the effect a tennis racket from the firm of Gurd's was tucked in a most professional manner under the wearer's arm.

All doubt of the practical purpose of the chic knickerbocker suit worn by Miss Rose Werner of Hudson's Fashion Shoppe, was dispelled by the golf club carried in her hand.

It is believed that this is the first time knickerbockers have been exhibited at a fashion show in London, but they are really here, and if all are as becoming as the costume worn by Miss Werner, they are probably here to stay.

Milady who is a golf enthusiast will be unable to resist the trimmings of the tweed knickers and the smart tailored coat which accompanies them. And besides they are so comfortable.

CANTON CREPE is still a prime favorite. A cape of striking beauty, worn by Miss Anna Rumbold and exhibited by the Artistic Ladies' Wear Store, was developed in brown canton crepe, embroidered in blue and color, and further enhanced by a lining of the same material in a brilliant shade of orange. Beneath the cape was worn a dress of brown canton crepe, trimmed with lace, in which orange was the dominant note.

A bouffant effect was gained by extending the skirt over the hips by means of ruchings of the crepe. With this dress was worn still another hat from the Royal Millinery, in which brown canton crepe was trimmed with a wreath of flowers and faced with orange to match the lining of the coat.

Refuge going further it might be well to mention Milady's footwear. Seldom have shoes been so varied in style as this year. With the more elaborate costumes were worn strap slippers or the new sandal effect.

For example, with the costume of brown canton crepe Miss Rumbold wore brown strap slippers, exhibited by the firm of Ashplant & Sons, the sombre blue of the cape worn by Miss Stuart was lightened by grey

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suede slippers, exhibited by Cook's Shoe Store. With the golf costume worn by Miss Werner, were worn grey suede oxford shoes from Cook's store, as were also the brown and white oxford shoes worn by Miss Finlayson with the blue and white tennis costume. The stockings worn by the models, both silk and sport, were exhibited by the Teasdale Hosiery Company.

THE new sport hats were not forgotten. Topping Miss Werner's golf costume was a hat of white and rose braid which lent a most stylish air to the sober tweeds. This most effective hat was also exhibited by the Royal Millinery Company.

A new feature of the fashion show was the bags carried by several of the models. One bag exhibited by Nash the Jeweler and carried by Miss Elaine Hodgins of the Artistic Ladies' Wear, featured a brilliant oriental effect in which reds and greens predominated, and was formed in an unusual shape. A diamond bag pin, also exhibited by Nash's, radiated its brilliance most effectively against the dark blue background of the Artistic Ladies' Wear costume worn by Miss Hodgins.

A striking feature of the costume was the lining of jade crepe revealed at every movement of the wearer. The suggestion of black in the hair, the trimming of the suit was repeated in the large hat of black mohair which was made particularly effective by a huge bow of crisp black ribbon which was placed at a most becoming angle across the front of the hat.

ANOTHER most attractive version of the bow-trimmed hat was worn by Miss Lillian Borland of the Raphael-Mack Company, and was carried out in a scheme of dull black relieved by a bow of shiny black ribbon at the front. In contrast to the black of the hat Miss Borland wore a suit of sand-color with facings of blue embroidery.

A novel feature of this costume was the collar, which buttoned up high around the throat and fell open again to reveal a most attractive blouse of embroidered georgette exhibited by the D'Allday Blouse Shop. With this costume Miss Borland carried a novelty bag from the shop of Nash, while a harpin from the same shop glistened amongst the soft folds of her blouse, and a diamond bracelet gleamed on her wrist.

ANOTHER most effective sand-colored costume was worn by Miss Velma Tye of R. J. Young & Co. The sleeves of this attractive costume were utilized to make the type of blouse which is so popular and so admirably suited to the "slim young thing" for whom the outfit was most obviously intended. Looking at the hat worn with this costume reminded one of the feathers of a pheasant gleaming in sunlight. A thousand and one shades glistened from the blouse, forming a trim which was bent upward from the face in a very new effect. Seldom is a more attractive hat found than this one exhibited by R. J. Young & Co. Gloves and the purse carried with the costume were also from the same firm.

THE FANCY of fashion has strayed a great deal this season toward a beautiful shade of green, known as jade. A cape worn by Miss Mary Appleford of Kingsmill's carried out in this delightful color was most effectively worn over a simple dress of blue taffeta which was trimmed solely with rows of gold braid and tiny tufts of taffeta finishing the sleeves. With this costume was worn a hat also exhibited by Kingsmill's, which consisted of a black foundation completely covered by white embroidery and having underneath the brim a facing of the black.

A most beautiful gown developed in grey canton crepe with trimmings of self-material in orange was worn by Miss Mabel Seymour of the Raphael-Mack Company. Panels of grey, lined with orange and gold, caught in at the hem line were the most prominent feature of the dress, over which Miss Seymour wore a dark blue cape richly embroidered in sand color. With this costume was worn a hat of black mohair, the beauty of which was further enhanced by a trimming of black ostriches. Adding to the effectiveness of this costume was a splendid diamond set in a ring of platinum, exhibited by Barnard's, as was also a watch worn by Miss Seymour. The bag and parasol carried were exhibited by Nash.

A MOST fetching example of the new three-piece costume developed in dark blue tricotine and jade green canton crepe was worn by Miss June Summers of the Raphael-Mack Company. Over a tunic of the crepe was worn a novel cape consisting of three loose panels, which, at each step of the wearer, swayed open to reveal a lining of the jade green crepe. With this costume were worn slippers exhibited by Johnson & Murray.

Orange-colored canton crepe and dark blue tricotine combined to make another most attractive three-piece costume. A tunic of the crepe was attached to the simply-made skirt, and under the wide sleeves, which lent a cape effect to the coat, there peeped the most delightful varieties of puffed sleeves, made of the orange crepe, and further enhanced by embroidery of black silk. The color scheme of orange and blue was carried out in the hat, which was trimmed with blue taffeta, from which there dropped, at a most coquettish angle, an orange-colored plume of ostrich. Very lovely satin slippers, made on a one-strap model, exhibited by the firm of Johnson & Murray, and a glistening diamond bracelet from Nash's lent nothing to be desired in this costume, which was worn by Miss Jean Lawson, of the Artistic Ladies' Wear.

And the sterner sex were not neglected. Although men laugh to scorn the feminine fripperies, yet are they just as exacting when it comes to being up to date as the most fastidious damsel.

THE latest in spring suits, overcoats and hats, as well as such necessary accessories as gloves and a walking-stick, were exhibited by Messrs. Roy Kenny and Harry Nopner of the Grafton Store.

Typical of well-dressed men were Mr. Emmett E. Kellner of Oak Hill

POPULAR PLAYERS SCORE IN COMEDY

"Not Tonight, Dearie," Farewell Play
of Majestic Company Draws
Capacity House.

WILL ENTERTAIN FRIENDS

Artists Intend To Give Receptions
After Wednesday, Saturday After-
noon Performances.

The Popular Players presented to a capacity house at the Majestic Theatre Monday night the three-act comedy, "Not Tonight, Dearie."

The scene of the play was laid in the lobby of the Paul Revere Inn, just outside of Boston, and the fact that the characters were congregated there was directly due to a hole in the road just outside the hotel that had been "fixed" by the constable of the village.

The part played by Alfred L. Rigall as Amos, the constable and handy man, who performed the duties of waiter, fireman, justice of the peace, and constable, all in one, provoked much of the amusement.

Duncan Penwarden, who took the part of Cornelius Bryson, and Elizabeth Fox, who played opposite him as Mrs. Mason, an elderly couple, who were running away to get married, and who were constantly getting compromised by their actions, created a lot of fun.

Gertrude Gustin and Riekey Seerest, who played the role of an eloping young couple who were anxious to get married as soon as possible, but who were unable to on account of being halted by the constable's trap, and who furnished a lot of laughter by their uneasiness owing to the situation in which they found themselves placed, really provided the title of the play.

William H. Malone, in the character of Rev. George Trenton and Donna Bromette, who played as his wife, and who was of a very jealous disposition, were typical of their parts.

The owner of the Paul Revere Inn, Mr. Kingsbury, played by Harry Lockhart, played his part well, especially when it came to charging the "extras" which were numerous.

The part of the traveling actress, which seems to be essential to a certain kind of comedy was taken by Rose Macdonald, with a "jazzy" style that took well.

This is the last week that the players are performing in London for this season, and in order to meet their many friends, the members of the company are giving a reception after the matinees Wednesday and Saturday.

A Remedy For Piles.
PAZO OINTMENT is a guaranteed remedy for itching, blind, bleeding or protruding Piles. Instantly relieves itching Piles. 60c. Made in Canada.

Dresden

Special to London Advertiser.

Dresden, March 11.—The death occurred here yesterday of Jennie, wife of John French, in her 71st year. The funeral will take place from her late residence, River street, tomorrow afternoon at 2 o'clock, the service being conducted by Rev. J. H. Osterhout. Mrs. French had been a great sufferer for a number of years.

John Graham, aged 83 years, passed away yesterday after an extended illness. He was a well-known businessman, and resided on his farm near Tupperville until a few years ago, when he retired and moved into Dresden. A widow and two sons, Wallace of Tupperville and Harry of Dresden, survive. The funeral will take place on Sunday from his late residence, and will be conducted by Rev. R. G. McKay of the Presbyterian Church.

One of Dresden's oldest residents passed away last night in the person of George Madison, aged 98 years. Mr. Madison was a slave in the South in the old days, and in spite of his advanced years retained his faculties unimpaired, and his stories of slavery days were exceedingly interesting. A few years ago he revisited the scenes of his early life in Tennessee.

You Need Not Have a Cold
If you will take Laxative BROMO QUININE Tablets when you feel the first symptoms of a cold coming on.

and Mr. Jack Steele of R. J. Young & Company.

New styles for men's spring shoes were exhibited by the firm of Ashplant & Sons.

The extremely attractive setting provided for the models was entirely from the stock of London merchants. Lamps from the Hydro Shop enhanced the gorgeous effect of the many colors, while all the charm of exquisite taste was produced by bric-a-brac from Willow Hall, and paintings from the Colerick Picture Shop. The furniture used was exhibited by the Ontario Furnishing Company and The Thomas Company.

THE main articles of furniture were a most beautiful suite of walnut upholstered in old blue velvet, and a large Grand piano exhibited by Mason & Risch. The mantel and grate, in which was cleverly simulated a glowing fire, were exhibited by R. R. Bland, and the flowers and ferns displayed throughout the reception room and conservatory were from the shop of Gam-mage the florist.

To Jack Saunders and his crew must be given the credit for a stage setting which was a treat in itself. The attractiveness and clever arrangement of the stage bespoke years of training in the art of stage decorating.

George Steer, the popular London entertainer, must also receive credit for the splendid manner in which he conducted the announcing of the various models as they appear on the stage.

Altogether, The London Advertiser Fashion Show was the most gorgeous pageant of the finest products, genius and skilled workmanship which the modern world has to show. Never in the history of London has it been so well or even equalled.

See
Window
Displays
Dundas St.

SEWING WEEK



April
Designer
Now in
at Pattern
Counter.

Spring Home Sewing Week offers price advantages and special displays. The articles and their prices will help your sewing efficiency. You can plan summer sewing now—the children's school clothes, your own wants, your household needs—with economy. A visit to your store this (Home Sewing) week will give you the inspiration.



GET THIS BOOK
"Pioneer Days in
London"

By the late Dr. Cl. T. Campbell.
Some accounts of men and things
in London before it became a
city. Price \$1.50
At Magazine Counter.

New Lingerie Fabrics For Home Sewers

In preparing for summer outfits, new and dainty undergarments are essential, to be in keeping with the pretty new Vgile, Organdie or Muslin Dress. We have opened up the range of novelty and staple lingerie fabrics, and can assure you that it is bigger and better than ever.

Milady Underwear Fabric

Is a pretty silk mixture. We have already sold very freely, shown in flesh color, and many very pretty broche weaves. It is most popular for bloomers, combinations, etc. See made-up garments in window. 36 inches \$1.00 yard

"LINGETTE"

Another novel weave, in white and flesh, so soft and silky, woven of mercerized yarns it retains the appearance of silk with much greater durability, 36 inches \$1.15

Pyjama Check

So called because quite popular for summer sleeping garments. It is a neat little white check fabric, fine, sheer and strong, 32 inches \$3.95

White Under-Muslins

are without question highly favored again, because with lower prices it is now possible to buy those superfine weaves, so superior to any other lingerie fabric, in so far that after repeated washing they look like new and wear well.

NAINSOOKS

Real values, extra fine pure weaves 29c, 49c, 59c

Horrockses Nainsook,

Ideal for ladies' wear, 40 inches 69c

Real Irish Mull,

Finest cotton weave for trousseau, 42 inches 85c

RYLANZA

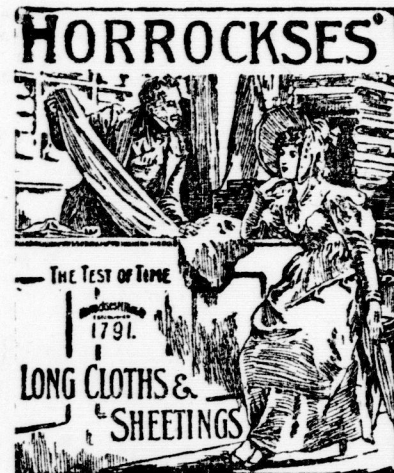
Is fine as finest silk, soft and pure, easily laundered, woven of super Egyptian yarns. Ask for this new weave, two weights in this cloth, 40 inches 70c and 80c

Serpentine Crepe

In nice range of new colors, including those soft shades popular for underwear. This crepe washes easily and is very durable, 30 inches 45c

Cottons and Sheetings

FOR HOME-SEWING WEEK.



SHEETINGS—Good British cloths that have the world beaten for values, are the kind for the Canadian home. Durability and value for money paid is assured in the very moderate prices in this list. You will have to see the showing in department, whether you want new sheets, or nurse's aprons, makes no difference. We have the assortment, and merely cheap cottons aren't worth time sewing. Use our good sheetings. Priced down to lowest market prices.

"Horrockses" quality sheeting, unsurpassed, per yard, 72-in. \$1.25; 80-in. \$1.45.
"Spero" has weight and quality, per yard, 63-in. 85c; 72-in. \$1.00; 80-in. \$1.10.
"Spero" super quality, linen finish, per yard, 72-in. \$1.15; 80-in. \$1.30; 90-in. \$1.50.

Stripe Broadcloth Silks for Men's Shirts, Women's Blouses and Sport Wear, Special \$1.89 Yard.

A wonderful silk for Men's Negligee Shirts, Women's Summer Dresses, Separate Skirts and Waists; yarn dye stripes, in newest colors, make these absolutely fast to thorough washing. See these new stripes today on sale, 32 inches wide At \$1.89 yard

AFTERNOON TEA

Waldorf Salad
Thousand Island Dressing
Thin Bread and Butter
Cup of Tea—35c.

SMALLMAN & INGRAM
LIMITED

Pictures Petrograd as Dead City, Its Few People Ghostly Phantoms

Petrograd, March 13.—A dead city, its vast streets and squares covered by stretches of almost untrodden snow, across which a few people move like phantoms—such is the Petrograd of today, and many doubt if it will ever be more than it is now. There is no work, and to each inhabitant there are a dozen rooms and to spare. The city has become a vast palace of Versailles. Like Versailles, it was not a growth, but an artificial creation.

"Here shall be a great court," said Louis XIV., and Versailles was built. Peter the Great reasoned in much the same manner. Except for its forests, North Russia has little to recommend it commercially, and these take the tide at Archangel. The Black Sea, about which much of Russia's natural wealth is located, appears destined to be the future drainage for Russia's shipping. The arguments advanced for a return of prosperity to Petrograd are that when the Russian government again comes to

wealth, it will there have ready-made buildings for its offices, and in addition it will always keep its great schools, as in the past. There are others, who hold that Petrograd will continue shut up, like the dead cities of Spain, whence business fled centuries ago. They also point to Asia Minor, sprinkled with the ruins of once proud cities, killed by wars and political conditions.

PRINCESS SEEKS ACTION FOR LIBEL

LONDON, March 13.—According to an Exchange Telegraph dispatch from Berlin, Prince Elitel Friedrich

The Newest and Smartest Designs

in the popular knicker suits, and other sports clothes—

The first hints of fashion's tendencies in cotton frocks for warm weather—

Silks and woollens that will be most in evidence this spring—

Unusual frocks for slim girlish figures and suitable styles for matrons; many of them reproductions of advance Paris fashions—

A wide variety of the longer skirts and new wide sleeves—

Charming models for the spring bride—

And innumerable new ideas in overblouses, tunics and tuck-in styles—

A complete book of information on the latest and smartest fashions in everything for women's and children's wear



SPRING DESIGNER QUARTERLY

Price 35 cents, on sale at our Pattern Department

Plain Colors, Geisha
Pongee Silk, Special \$1.39
Yard, for Sewing Week

Geisha Pongee Silk is stout in weave, very silky in finish, washes perfectly. Everybody is demanding it for pyjamas, underwear, knickers, to say nothing of sale for dresses and sport wear. The colors are many and beautiful. Take advantage of the assortment today—Orchid, Nile, Jade, Old Rose, Pink, French Blue, Maise, Old Gold, Coral, Navy, Henna, Turquoise, White and Black, 32 inches wide. Pure silk—Special \$1.39 yard

Pure Wool Cashmeres for
\$1.39 Yard.

Many will be pleased to hear of Pure Wool Cashmeres on sale at this price. Here is a splendid quality for quick selling. White, Sky, Pink, Red, Wine, Copen, Reseda, Tan, 33 inches wide, Special \$1.39 Yd.

AFTERNOON TEA

Preserved Rosedale Cherries
Orange Layer Cake
Cup of Tea—25c.

STEAMER SAILINGS.

LIVERPOOL, March 11, gama, St. John.

CANADIAN PACIFIC

EXPRESS, WINNIPEG
Passengers for Western
find the "Vancouver Express"
Toronto 10 p.m. daily, except
Sundays, for all principal points.
Equipment consists of
coaches, up-to-date standard
1st sleepers, compartment
dining and tourist cars.
The most beautiful scenery in
is along the line of the Canadian
For tickets, reservations and
formation, apply to any Cana-
dian Ticket Agent, or H. J. Mc-
City Passenger Agent, corner
and Richmond streets.