

C. H. WARD & CO.

DIAMONDS

A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold. Rings from \$25 to \$1,250.

C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians
286 Richmond St. Phone 1084.

GORDON L. FERGUSON
FUNERAL SERVICE.
Private Funeral Apartments
350 William St.
Personal attendance, Lady assistant
Phone 654. Day and Night.

Our fitters are experts. \$1.50 to \$10.00. We have Trusses to fit all needs. **ANDERSON & NELLES**, 288 Dundas St. W.

Cut shows one of our many lines.

WOOD
MOSTLY HARDWOOD.
12" and 16" BLOCKS.
DOMESTIC LUMP,
MILLER CREEK
also
CANNEL LUMP
Chantler Bros.
263 BATHURST. PHONE 347.

LONDON OPTICAL
SAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond
Street, Phone 618.

WOOD
Jenkins Fuel Co.
195 York St. Tel. 131.

Smithing COAL
Prompt delivery to all parts of the city.

Orchard's
45 York St. Phone 384.

AWNINGS
Tents for Hire
351 Gilebe St. Phone 6197.
We Make Everything Made of Canvas

Gurd's Dry Ginger Ale

A delicious beverage made from pure Jamaica ginger, pure fruit extracts and refined cane sugar.
Satisfying and Refreshing
\$1.50 Dozen
No charge for cases or bottles.

WHEATENA
A Breakfast food with the delicious nut-brown flavor of the whole wheat.
35c Package

JIREH DIETETIC FLOUR
Recommended by physicians in the treatment of diabetes.
5-pound Bag \$1.50
Literature mailed on request.

SPECIAL!
GRATED HAWAIIAN PINEAPPLE
Regular 25c tin.
ON SALE 19c

WHEATSWORTH
Whole Wheat Graham Crackers contain all the health-giving elements of the wheat.
25c Package

PREMIER SALAD DRESSING
Delights the appetite with its rare appealing flavor.
30c and 65c Bottle

T. A. Rowat & Co.
Established 1887.
GROCERS. IMPORTERS.
250 Dundas St. Phone 3051-3052.

WHEN YOU Buy a Wray's Diamond
You know you have the best.
1-3 Off Present Prices.
THE STORE WITH THE STOCK.

\$25,000.00 **BRANCH STORE STOCK MUST BE SOLD. EVERYTHING GOES. NOTHING RESERVED.**

When You See These Big Savings You'll Know You're

Scores of short lots, not advertised, are included at savings that are utterly beyond the wildest hopes of everyone.

Men's Fine Shirts	Men's Fine Shirts	Men's Spring Suits
200 dozen. Regular value \$1.75, at \$1.19 each, or two for \$2.00	Just 175 dozen in this lot. Regular value \$3.25, price \$1.95 each, or two for \$3.50	100 Suits, ordered for branch store (now in closed), must be sold; sizes 34 to 46. Values to \$22.50, special price for this sale \$14.69
Men's Pants	Spring Hats	Raincoats
1,200 pairs new shipment just unpacked, must be sold. Values up to \$4.50, for quick clearance, pair \$2.98	20 dozen shipment just received, finest fur felts, newest shades. Values \$5.00, for \$2.95	3 dozen Sample Raincoats, sizes 34 to 42. Regularly up to \$22.50, sale price \$9.95

WEGNER CLOTHING CO.
371 Talbot St. "The Heart of London." Open Evenings. Opposite Market.

ALIENIST WILL TEST FIRE BUG FOR SANITY

Dr. W. Robinson To Examine Ison Before Sentence Is Imposed.

Before John Vincent Ison, fire bug, who is confined in the county jail, comes up before Magistrate A. H. M. Graydon in police court next Wednesday for sentence, he will be given a thorough mental test by Dr. W. J. Robinson, superintendent of the Ontario Hospital. Upon this test is likely to depend much, so far as the punishment meted out to him is concerned.

Ison has not confessed to the Jones fire, the Reid fire, or the big fire at Tecumseh Barracks yet. He has told Provost Sergt. T. J. O'Connor of the R. C. R., his captor, that he will think over these matters. He is expected to make known his decision when Sergt. O'Connor visits him this week. Except for a short visit from Sergt. A. Birtwhistle of the R. C. M. P. in the morning, Ison was left to himself a great deal yesterday. Although he does not seem greatly disturbed, Ison shows signs of the effects of the strain of the past two weeks. The only change that has come over him during the past few days seems to have been for the better. He seems to have been relieved of a great burden.

Only his fate remains beyond his knowledge now. He has not discussed it, but seems to be resigned to whatever may arise. Details in connection with all the fires which he has admitted starting are being cleared up. Next week it is expected some of this material will be brought to the attention of the court before sentence is passed.

COBALT MINING CAMP ISOLATED BY BAD ROADS

Canadian Press Despatch.
Cobalt, May 4.—Because the only road is practically impassable for teams on account of the spring thaw, the South Lorrain Camp and its 400 inhabitants are without communication, except by telephone, with the outside world.
A relief party left here yesterday carrying a supply of food to the isolated region, but the goods will have to be transported on the shoulders of the men making the effort to get through, as horses cannot negotiate the mud and water.

WHY SHOULD YOU BE INTERESTED IN OUR ADVERTISING?

We Wish This Question Might Be Answered by Some of the Thousands of Women Who Watch for It Every Day. The Big Fact Is That—

Our Advertising is NEWS—of the very day and hour when it is read; and it is news of exactly the things that most women want to know about, especially now, if we are serving you right—if we do have the goods that you want—if there is a special time for you to see the fullest assortments, finest varieties, or to buy at most favorable prices—it is our duty to LET YOU KNOW ABOUT IT.

That is what we endeavor to do in our advertising—it is OUR REPORT TO THOSE WHOM WE SERVE—and most women, as well as many men, know this—and that's why they want to read our message to them every day—That is why YOU, TOO, should always be interested in our advertising. It keeps you informed about the things it will pay you to know.

SATURDAY SALES IN MILLINERY \$2.49, \$3.69, \$4.75



Ladies' and Misses' Untrimmed Hats \$2.49

75 Untrimmed Hats in pokes, tri-corns and rolling-brim styles. Lisee and fancy straw braids; black, brown and navy. Price \$2.49

Three groups, including fifty of the smartest trimmed models you have seen, at double the price.

All fresh from their boxes—two lots of 50 Hats and one lot of 75. Early selection will be to your advantage. On sale Saturday.

Trimmed and Untrimmed Hats, \$3.69

50 Ladies' and Misses' Hats, trimmed in fruits, ribbons and ornaments, a few untrimmed dress shapes in the lot; in tagel braid, visca cloth, mohair with pleated silk and hair cloth with satin; gray, navy, henna, black brown and French blue. Special \$3.69

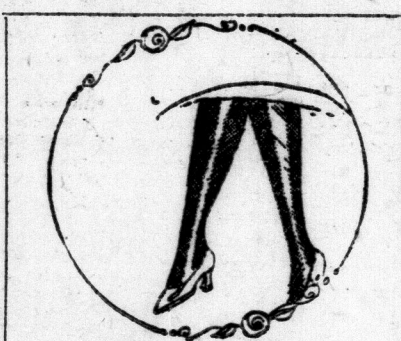
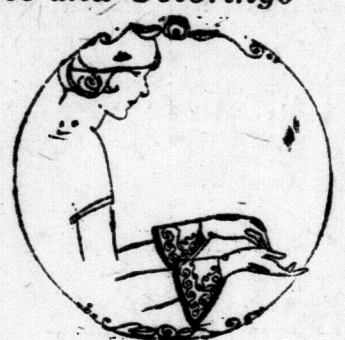
Trimmed Hats, \$4.75

50 Smart Trimmed Hats, no two alike; mohair, visca and kande cloth, combined with taffeta, georgette crepe and fancy straw braids; trimmings of flowers, fruits, ribbons and ornaments; black and all season's colors. Price \$4.75

Spring Gloves in Pretty Styles and Colorings

Long Gloves are in demand, and we have a good variety of colorings.

12-Button French Suede in pearl gray, nice fine skins \$3.00 pair
Heavyweight Silk Gloves, in pounce, gray, white and black, 12 and 16 button length. Prices \$2.50 and \$3.00 pair
12 and 16 button length Silk Gloves, in lighter weights, in self and contrast blacks, in black, white and a good assortment of colors. Prices \$1.75, \$2.00, \$2.25 and \$2.50 pair
12-button length, fine quality Chamollette Gloves, mode, pearl gray and white. Price \$1.50
Two-Dome Silk Gloves, double tipped, black, white and colors. Prices \$1.00, \$1.50, \$1.75 and \$2.00



HOSIERY

"Made-in-London"

We have just opened, from a local hosiery mill, two very special lines of Ladies' Hosiery in all silk and silk lisle. The silk lisse are in fancy rib, very neat and dressy; black, white, brown, fawn and gray, for \$5.00 pair. The pure silk in reinforced tops and double seamless soles, in black, brown, gray, silver and fawn; clocked. Special, \$1.50 pr. Ask to see these London-made products. You will pride in wearing them.

Boxed Chocolates, Saturday 23c Box

100 boxes fresh assorted Chocolates, to be sold, while they last Saturday, at above price, 23c box (Made in London.)
Chocolate Bars 6 for 25c
O Henry Bars 3 for 25c

Saturday Selling in Basement

Crest Brand Toilet Soap 3 twin bars for 25c
Piantol Toilet Soap 3 for 25c
Sunlight Soap 15 for \$1.00
Ivory Soap, toilet size 5c
large size 3 for 25c
Pantoline Powder 10c can
Fels-Naphtha Soap 3 for 25c
Princess Chips 15c lb.
Brillo for cleaning aluminum, etc. 15c, 20c and 30c
Corn Brooms 60c, 90c, \$1.00, \$1.25
S. & L. Soap Chips 2 lbs. 25c
Hydro Quality Lamp, 60-watt 40c
Lux 4 for 45c
Satisfactory Toilet Paper 4 for 45c
Sani-Crepe Toilet Paper 25 for \$1.00
FERRY GARDEN SEEDS.
Phone Orders Taken for Seeds.

THE ROOMY WRAP COAT HAS SLIPPED INTO FIRST PLACE

Comfy, swaggy wraps that are the new—clever conceptions and the careful carrying out of detail are responsible for the attractiveness of these delightful models. Following the rules of fashion, yet setting new ideas of originality for themselves, these wraps have a bewitching appeal.

IN ORMDALE, GERONA, FRENCH MATA-LASSE AND PICOTINE.

Very handsome wrap of black matalasse, collar trimmed with imitation chinchilla, blouse back, one side closing, lined with turquoise blue crepe. Price \$65.00

New model cape of black Gerona cloth, collar of natural caracul, lined with gray Canton crepe. Price \$62.50

Smart cape in black matalasse, mushroom collar, of pleated Canton crepe, lined with gray Canton crepe. Price \$52.00

Cape of sand duvetyne, trimmed with cable stitching, collar of caracul lined with crepe to match. Price \$45.00

Wrap coat of Ormdale cloth, in reindeer, tucked collar, kimono sleeve, self embroidered, lined with Canton crepe. Price \$87.50



Afternoon Tea, 3 to 5:30

Special service and dainty lunches served.
Roast Chicken Dinner 65c
11:30 to 2:00 p.m.

"Beauty Bloomer" Silk Knickers, Saturday, \$2.98

Habutai Silk Knickers, featuring the double row of elastic at knee. The inserted pleat in front of bloomer gives the desired fullness. Elastic regulates fullness at waistline. These come in black, navy and purple. Special \$2.98

Blouses Saturday \$7.75

These are an assortment of crepe de chine and Paisley models, all the newest and novel trimmings shown. Jacquette styles are very pretty and smart and are here shown in the Paisley crepe de chine, crepe de chine trimmed with bandings of Paisley and embroidered models; sand, navy, brown, henna and black. Special \$7.75

In the Linen Section

All Linen Huckaback Towels, \$5.75 Dozen

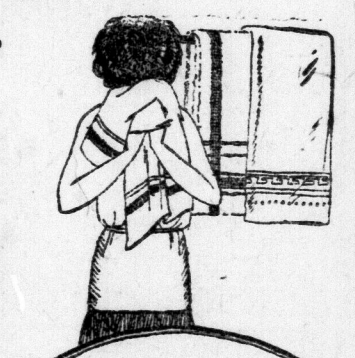
A general purpose Towel of good weight at an extremely low price, guaranteed all linen, hem-stitched ends, size 18x32. A limited quantity and all should be cleared early Saturday. 49c each, \$5.75 dozen

Bath Towel, Special, 59c Each

Saturday we put on sale a limited quantity of superior quality two-ply yarn Turkish Towels, MADE IN LONDON from selected two-ply yarn, insuring good wearing qualities, blue check, also a few dozen colored borders in the lot. Saturday special 59c each

17-Inch All Linen Crash Toweling, 23c Yard

Irish make and absolutely all pure flax, of good weight, all white, also blue and red borders; 300 yards. Special 23c yard



Two other lines of particular interest in Roller and Tea Toweling, all linen cloths of superior make: 13 inches wide, Special 27c yard 24 inches wide, Special 23c yard

A TRULY GOOD SELECTION OF SPRING CLOTHES Two-Trousers Suits and Topcoats at \$30, \$40, \$50

Not just a suit—that is not your desire! You want a suit that is really a good suit—one that gives you poise, individuality and—Service. This great selection of hundreds of two-trousers suits is just that kind; and you will like them, because they are fashionable, they're tailored correctly in the better textures, and the prices are suitable prices!

THEY HAVE PLEASING EFFECTS! STRIPED SUITS WITH TWO PAIRS OF TROUSERS, \$35.00

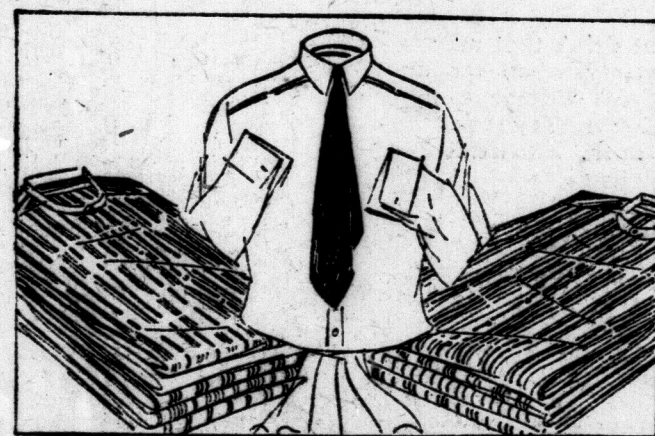
All you seek and more you will find in our Striped Suits. Here you will find a variety of pin, shadow, herringbone and chalk line stripes that are value plus Suits at these prices. Others at \$20 to \$65.

THEY FIT WELL! ATHLETIC SUITS, 98c, \$1.50, \$2.00 Suit Up

Nainsook, Solsette, Irish Balloon Cloth—Cords, Mad. Silk. Fit—the most important thing a man seeks in light weight Underwear. These are made to fit right. Quality materials and utmost values. You get the assurance of satisfaction.

WEAR THAT TELLS! Boys' Two-Bloomer Suits \$9.95, \$10.95, \$11.95

Boys are unusually hard on Suits this time of the year and need a Suit that will wear and wear for a long time. Our Suits are just that kind, because they are made of the textures that are made for service. They are the boys' choice; plenty of style at these prices. They are great values—and two pairs of bloomers for just double the wear.



YOU'LL SURELY LIKE THEM! MADRAS SHIRTS, \$2 and Up

With their delicate designings and stripings, they are truly pleasing, and they are made of proven materials. The kind that maintain a strong design and will stand the brunt of many washings. You will find in our selection here the kind of Shirts you will be proud to wear during the summer months—and they are priced in win reason.

SMALLMAN & INGRAM LIMITED

For Real Service SPORT SUITS, \$40 Two Pairs Trousers

The Sport Suit of Norfolk cut makes a smart business suit, because of its briskness and snap. On the green or in any outdoor sport they are ideal with their ease fitting specialties. Men who want comfort, quality and value in Suits will readily grasp the opportunity these Suits offer, with two pairs of Trousers. Others at \$25 to \$60.

Gillette Safety Razors, Gold-Plated. Sale Price, 2 Blades, 98c

Complete in neat metal case, covered, beautifully lined. Gold-Plated Razor and Blade Box with two Blades, four shaving edges. Sale price 98c

SPECIAL TOMORROW 720 Pairs of Silk Plaited Socks, 69c

Sizes 9 1/2 to 11 1/2. Beautiful quality in black, tan, gray, brown, white and navy.

Silk Lisle Socks, 35c, 3 for \$1.00
Reinforced heel and toe, fine lustre finish, perfect fitting. Tan, navy, brown, gray, white and black.

Cotton Socks, 15c Pair.
Medium weight. Black, brown, gray and white.

Come to KEENE BROS. —125-127 KING STREET— TOMORROW Sale of Remnants

Including Draperies and Curtain Materials from 1 yard to 7 1/2 yards in Scrims, Mar-quisettes, Madrases, Cretonnes, Tapestry, Panels, Etc., from 12c yard and up

Also Remnants of Floor Oilcloth and Linoleum on Sale at 35c Sq. Yd. and 75c Sq. Yd. Sizes from 1 Sq. Yd. to 7 Sq. Yds.

A quantity of Congoleum Rugs, Damaged. One sale at Factory Prices.