



New York Styles In Easter Clothing

You all have formed some plans for new Easter clothing by this time. Let us inform you that our assortment represents handsome, dressy, practical styles, tailored in the most approved manner, in fabrics that represent the best that home and foreign markets produce.

The styles and selection will please every man or woman who appreciates stylish wearing apparel at reasonable prices.

LADIES' COSTUMES.

Stylish Costumes, tailored in up-to-the-minute styles, in all-wool materials, as serge, vicuna cloth, panama and broadcloth, in raisin, wistaria, grey, taupe, green, brown, tan, cream and black; coats are 30 inches long, well lined with taffeta messaline or broadcloth lining, all are nicely trimmed with braid and buttons; skirts are designed in several styles of pleated skirts. A wide range of suits for \$15, \$20, \$25 and \$30.

MEN'S SUITS.

New distinction in Spring Suits is very pronounced in this large display of suits for men and youths.

The fabrics could not be better, the tailoring is excellent, the fit is perfect; with prices reasonable. Full assortments in all sizes for \$15, \$20, \$25.

Your Credit Is Good Here.

If you want new Easter Clothing, and it is inconvenient to pay cash, why not come in and open an account with us? This gives you an opportunity of securing your clothing now, when you want it, and paying for it as you are paid—a little each week or month.

Open Evenings **Raphael & Co.** 236 Dundas St.

In Touch with the Office



THE business man can be in two places at the same time if he uses the Bell telephone.

It provides him with the means of keeping a watchful eye on the progress of the day's work. He can consult his partners, give instructions, make appointments, and hold personal interviews, though confined at home.

If he wants to do business in distant cities, the everywhere-reaching lines of the Bell system will afford immediate communication.



THE BELL
TELEPHONE CO.
OF CANADA.

A.C.S. College

Spring term from March 29, 1910. Shorthand, Bookkeeping, Rapid Calculation, Catalogue free.
FOREST CITY BUSINESS AND SHORTHAND COLLEGE, London, Ont.
J. W. Westervelt, Jun., Chartered Accountant, Vice-Prin. J. W. Westervelt, Prin.

YOUR STOMACH IS TO BLAME

MISERY DISAPPEARS AND STOMACH COMFORT COMES IN FIVE MINUTES.

"Take good care of the stomach" is good advice that all sensible people should heed. If your blood is bad and pimples and sores break out on your body in 90 per cent of the cases the stomach is to blame.

If you are nervous, irritable, feel dull, are depressed mentally, and feel disinclined to exert yourself, make up your mind the stomach is at fault and treat it as promptly and intelligently as possible.

Mi-o-na, the universal stomach remedy, will cure any abnormal condition of the stomach, promptly and surely.

The action of Mi-o-na on the delicate membrane of the stomach is so prompt that the most painful distress vanishes in a few minutes.

But Mi-o-na (small tablets easily swallowed) is more than a relief-giver. It is a prescription used by a most learned and sensible physician.

and its ingredients are so cleverly compounded that while it gives instant relief it also affects a permanent cure.

Mi-o-na will not cure a case of chronic indigestion in a week; but it will make you feel so much better in a week that you will have confidence in its wonderful tonic and reconstructive virtue and will continue the treatment until cured.

Stomach misery and dyspepsia usually arise from overeating and drinking, but there are thousands of cases where worry, grief and neglect to take food at the proper intervals are the cause.

A large box of Mi-o-na tablets costs 50 cents at W. T. Strong's, who guarantees them to cure all stomach misery of money back. For sale by leading druggists everywhere.

In order to get the stomach into perfect condition in a few weeks, and while it is building up and strengthening the walls it will aid digestion to such an extent that there will be no distress, belching or other symptoms after eating.

A "HOT SUPPER ARTIST."
Lee, Mass., March 23.—Dubbing President Taft, a "hot supper artist," R. B. Andrews, a wealthy manufacturer of this town, is out today with an offer to bet \$10,000 that Mayor Gay-

COLDS CAUSE HEADACHE.
LAXATIVE BROMO Quinine, the world-wide Cold and Grip remedy, removes cause. Call for full name. Look for signature, E. W. GROVE, Inc.

MANY OUTSIDERS SAW BEN HUR IN LONDON

All House Records for Attendance Were Broken Last Night

All records for attendance at the Grand Opera House were broken last night on the second presentation of the spectacular production, "Ben Hur." There was not a vacant seat in gallery, balcony or box.

Excursions from neighboring towns helped to swell the attendance. Two hundred and fifty came to London over the Grand Trunk from Woodstock, and a like number from Stratford and St. Marys. St. Thomas sent fully a hundred, and Port Stanley added fifty to the total.

The spectacle pleased even more so than on the previous night. There was a remarkable smoothness to the performance and the audience waxed enthusiastic. The chariot race was really thrilling.

There was a rush for seats last night, and many had to go away disappointed. The plan is practically sold out for tonight, and there was an extraordinary demand for matinee seats.

It is predicted that "Ben Hur" will attract four capacity performances in London, establishing a high-water mark for receipts at this popular house.

THE FIRST STEAMER FROM LAKE HURON

Little J. C. Suit Comes in From Alpena—Ice Dissolving in All the Lakes.

Detroit, March 23.—With the arrival of the little steamer J. C. Suit from Alpena, yesterday, with a cargo of hay and package freight, navigation was opened for the season from Lake Huron to Detroit. Capt. W. J. Jock encountered two miles of ice in Lake Huron, and about three miles of it on Lake St. Clair, but stated that he had no trouble in bringing his boat through.

Ice conditions in the lakes, as revealed in the latest report of the weather bureau, are more favorable to an early opening of navigation than for a number of years, if the vessel owners who carry their own insurance care to make an early start. Reports from Lake Superior indicate that the ice is moving out of Whitefish Bay, though it still is 15 inches thick at Sault Ste. Marie.

The summary of conditions indicates that the ice fields over Superior have moved into the lake beyond vision, except off Keweenaw point, where extensive fields remain. The ice in Whitefish Bay is beginning to break up and move out of the bay. The ice at Sault Ste. Marie is 15 inches in thickness and the conditions have not changed during the week. In Green Bay the ice is softening and considerable slush is reported. In Lake Michigan no ice fields are reported over the western and southern portions; a small field extends from South Haven northward to Grand Haven, also from the islands northward to the Straits.

Ten-inch Ice at Straits.

At the Straits the ice continues about 10 inches in thickness and has not changed materially, except over the eastern end where the ice is softening. In Lake Huron the fields are confined to the eastern shore. In Lake St. Clair the ice fields have broken up and the ice has been running freely in Detroit River. In Lake Erie broken fields are reported around the islands and from Ashtabula Harbor and Port Stanley east to Buffalo. The fields are breaking up and moving with the winds. In Ontario the fields are breaking up and moving with the winds. In Ontario the fields are confined to the extreme eastern portion.

In comparison with the same period last season there is less ice in all the lakes.

CADET RIFLE SHOOT

Conditions of Competition for the Roberts Imperial Trophy.

Ottawa, March 23.—Copies of conditions and score cards for the Lord Roberts' Imperial rifle competition for cadets, 1910, have been sent to the secretaries of provincial rifle associations with the view to those bodies conducting the shooting at their annual prize meetings of teams of cadets representing their several provinces. A cadet team representative of the Dominion will compete at the D. R. A. annual prize meeting at Rockcliffe, and assistance will be given, as last year, to the cadets selected to shoot for places on the all-Canada team. The Dominion team will be selected from the cadets competing in the cadet series of the Canadian Rifle League, 1910.

The competition for the Lord Roberts' Imperial trophy is a service rifle one, open to cadets, throughout the empire, one team of eight British school boys, who are not over 16 years of age on July 1, 1910, being eligible from each province, dominion, colony, or dependency.

An invitation has again been extended by the committee to England, having in charge the "Earl of Meath trophy competition" for the participation of Canadian cadets in the match of 1910, and score cards, targets, etc., has been forwarded for a representative team of each province and the Yukon Territory. These will be forwarded to the secretary of each provincial rifle association, who will be requested to have his executive conduct the match at the annual prize meeting of the Provincial Association.

The "Meath" competition is one for miniature, or gallery ammunition, at 25 yards, upon either an open or closed range, to be fired by teams of eight junior cadets representing each province, dominion or territory.

EASTER CARDS

Are now on display, and we never offered such a dainty assortment. The early buyer always gets the pick—be wise.

THE MALLACH BOOKSHOP

'Phone 366. Next Booth's.

SMALLMAN & INGRAM, LIMITED.

WEATHER PROBS:
FAIR AND WARMER.

SMALLMAN & INGRAM, LIMITED



COMPETING PRICES ON STUNNING GARMENTS

Our Easter Showing of Ladies' Ready-to-Wear Garments Are the Latest Style Creations

From the leading designers of Paris and New York. The reason why we are leaders in Ladies' Ready-to-Wear Garments is we buy the best produced by the different tailoring establishments. Where one maker excels in Suits to sell at \$25 another will excel at \$15, and so on in the different grades our selections are made securing the best here, the best there, and buying only garments in stylish designs, which our customers may know are right. Besides, we allow no one to buy a garment that does not fit perfectly, and when we first mark our goods we put prices on them that compel you to buy.

New Top Coats for Easter

Hundreds of new arrivals during the last few days in this section. We cannot tell you of all the styles, but will mention a few prices for example. Choose now while assortment is at its height.

Ladies' Fawn Covert Coats \$7.50, \$9.00 and \$9.50

32-inch length, Semi-Fitted, Fawn Covert Coats, long roll collar....\$7.50

Fancy Stripe Fawn Covert Coats, semi-fitted, 32-inch lengths, trimmed with narrow strappings over hips. For\$9.00

Fancy Stripe Covert Coats, in dark fawn, semi-fitted, 35-inch lengths, double stitched seams. For\$9.50

Ladies' Broadcloth Coats \$16.00

Fawn, navy, helio and black, semi-fitted, half lined and handsomely embroidered over front and back, pleated sides. For\$16.00

Children's Reefers \$2.75 to \$6.25

Child's Reefers, in cardinal, scarlet and navy serge, double breasted, silk collar, lined, for ages 1½ to 14 years. Ranging in price from \$2.75 to \$5

Child's Reefers, in gray and white striped tweed, double breasted, box style, broadcloth collar, trimmings of braid and buttons, for ages 5 to 12 years. Prices\$3.50 to \$5.00

Also in light gray tweed, double breasted, lined reefers, collar and cuffs of scarlet broadcloth, shield on sleeve, for ages 5 to 14 years. Prices\$4.75 to \$6.25

Girls' Reefers, of scarlet and navy serge, lined, double breasted, satin collar, with shield on sleeve, for ages 1½ to 12 years. Price \$3.75 to \$5.50

SECOND FLOOR.

A NEW Veil for Easter

Newest designs in net and chiffon are here.

AT 50¢—A very pretty Chiffon Veiling, 22 inches wide, with one-inch plain woven border, in tan, brown, navy, petrole blue, champagne, ivory and black. Yard.....50¢

CHIFFON AUTO VEILS—Hemstitched ends, woven striped border all around, 2½ yards long, 20 inches wide, in black, ivory, champagne, sky, brown, navy and pearl; a splendid veil. At, each75¢

2½ yards long and ¾ yard wide, bordered all around, hemstitched ends, in black, brown, navy, sky, pearl gray, ivory and khaki. Special, each\$1.50

CHANTILLY LACE VEILS, very popular this season, in navy, black, ivory, purple, taupe and stone, 1½-yard veils. Each\$1.00

WHITE EMBROIDERED WASH VEILS—These are very popular at present in New York; prettily embroidered in two patterns; 1½-yard veils at, each50¢

NET VEILINGS in all the newest meshes, fish nets and dotted styles, a great variety in black, navy and brown. Prices from25¢ up

COMPLEXION VEILING—A pretty black mesh veiling, lined with fine white maline. A yard35¢ and 40¢

Hand-Crochet and Cluny Yokes

Another shipment just received of Hand-Crocheted Yokes and Laces and French Hand-made Cluny Yokes. Get your supply while the prettiest designs are here.

AT 50¢—Hand-Crocheted Yokes, in pretty patterns, so popular for the slip-over style corset cover or nightgown. Each50¢

25¢ to \$1.25—French Hand-Made Cluny Yokes, pure linen, in beautiful range of patterns. At, each25¢, 65¢, 75¢, \$1.00 and \$1.25

Hand-Crochet Lace

For lunch cloths, pillow cases, bedspreads and curtain trimming, wonderful value; in piece ends from about 3½ to 15 yards long; in bleached and unbleached; 3½ to 6 inches wide. Sold only by the piece. Prices ranging from60¢ to \$3.75

These are direct from the Hold Land, worked by the peasants, and the prices we import them to sell for would not pay you for the time it takes to do the work. Our full spring shipment now in. Choose early. At Lace Counter, Section 10.

MAIN FLOOR—SECTION TEN.

SHOP WITH A
TRANSFER
CARD.

SMALLMAN & INGRAM
LIMITED

SEE OUR DISPLAY OF
NEW FURNITURE,
CARPETS and WALL
PAPER, Third Floor.

Easter Visitors

Are invited to make use of our store conveniences and appointments—a check room on the main floor to take care of your grips and parcels; a rest room on second floor, where writing material will be found for your accommodation. Seats on the balcony, where you may rest and watch the busy shoppers or wait for your friends. A restaurant, on the fourth, with seating accommodation for 300 people, where luncheon is served continuously; also full course dinners for 25¢, 35¢ and 50¢ from 11:30 to 2, and four floors stocked with seasonable merchandise, including Furniture, Carpets and Wall Paper, and almost everything that men, women and children wear, including Men's and Boys' Clothing, Hats and Furnishings—a great spring fashion show for your inspection and every convenience for your use. Whether or not you desire to make a purchase, make our store your headquarters.

Roast Chicken Dinner Tomorrow
the Restaurant.

Easter Gloves

Your new outfit demands new gloves, and at no season of the year do kid gloves make such a strong appeal as at Easter time. The muff you may discard, and your gloves are the finishing touch to your outfit. Our stocks are fresh, our gloves are guaranteed, and, if through any defect, your gloves go wrong same will be replaced by us. We carry none but the best makers' gloves, who back their goods with the fullest guarantee of satisfaction; and our prices are the lowest always, quality considered.

We are showing Perfect Washing Chamoiette Gloves, in all sizes, at pair35¢ and 50¢
SECTION EIGHT—MAIN FLOOR.



RIBBONS

Ribbons for Easter Bows

See our Extra Special All-Silk Taffeta Ribbon, 6¾ inches wide, all colors. Per yard25¢

See our New Striped Ribbons for belts, hat bands, ties, etc., all colors. Per yard25¢

Black Moire Ribbon, special quality, 5¾ inches wide, for hair ribbons, etc. Per yard35¢

Also in all colors, 6 inches wide, very special value. Per yard35¢
MAIN FLOOR—SECTION SIX.