

**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.  
386 Richmond St. Phone 1081.

**Smithing COAL**

Prompt delivery to all parts of the city

**Orchard's**  
45 York St. Phone 384.

We have Trusses to fit all needs. Our fitters are experts. \$1.50 to \$10.00.

**ANDERSON & NELLES**  
385 Dundas St.

**CARTER'S AWNINGS**

**Tents for Hire**

351 Gibe St. Phone 6197.  
We Make Everything Made of Canvas

**LONDON OPTICAL**

SAVE YOUR EYES EXAMINED.  
A. M. DAMERA, OPTOMETRIST.  
Dominion Savings Building, Richmond Street. Phone 6180.

**PREMIUM COAL**

**Jenkins Fuel Co.**  
495 York St. Tel. 1391.

**SPECIAL SALE**

—of—

FINE DIAMONDS,  
PEARLS, WATCHES,  
JEWELRY,  
SILVERWARE  
and Unusual Bric-a-Brac.  
Startling Reductions.

**Barnards**

Diamond Merchant, Jeweler and Silversmith.  
399 Richmond Street.

## Maple Syrup

We have just received a shipment from the Eastern Townships.

**GUARANTEED PURE**  
\$3.75 Gallon.

Pure Maple Sugar ..... 40c pound

**GURD'S GINGER ALE**  
Satisfying and Refreshing.  
\$1.50 Dozen.

**TATE'S SUGARS**  
Imported from England.

Coffee Crystals  
Afternoon Tea Cubes, pkg. **40c**

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

**WHEATENA**  
A breakfast food with the delicious nut-brown flavor of the whole wheat.

**35c Package**

**EDUCATOR WAFERS**  
The Entire Wheat Water Wafer  
**60c Package**

**CALIFORNIA WALNUTS**  
Large, Meaty Nuts.  
Finest Grown.  
**60c Pound.**

**T.A. ROWAT & CO.**

Established 1887.  
GROCERS. IMPORTERS.  
250 Dundas St. Phone 3051 - 3052

## WOOD

MOSTLY HARDWOOD.  
12" and 16" BLOCKS.

**DOMESTIC LUMP,**  
**MILLER CREEK**

also  
**CANNEL LUMP**

**Chantler Bros.**  
263 BATHURST. PHONE 347.

**What We Do**

We are not only Opticians, but also Optometrists. Our method of examining the eyes is flawless and scientifically exact, and no matter what defect in vision you may have, our examination will uncover it and enable us to explain to you how it can be corrected with suitable eyeglasses.

**FOR EXPERT EYE EXAMINATION**  
CONSULT OUR SPECIALISTS  
26 Years Experience Making GLASSES OF QUALITY

**Brown Optical COMPANY.**

223 Dundas St. Phone 1877  
Also Hamilton, Montreal, Windsor  
Largest Exclusive Optical House in Canada.

**Afternoon Tea Saturday**

3 TO 5:30—RESTAURANT. TOASTS.

Finger Toast, 10c.  
Cheese Toast, 15c.  
French Toast, 25c.  
Currant Scones, 10c.  
Cinnamon Toast with Honey, 15c.

**SANDWICHES.**  
Tomato and Lettuce, 10c.  
Cucumber and Lettuce, 10c.  
Hot Ham and Eggs, 20c.  
Fresh Strawberry and Lettuce, 20c.  
Chicken, 20c.  
Cream Cheese and Pimento, 10c.

**36-INCH NEW COMFORTER CHINTZ, 25c.**

Only 300 yards in this sale. You will have to be on hand to select your patterns; lots to choose from. Pretty floral, paisley, bird and conventional designs, and also a nice assortment of the "oldtime" Red Chintz. These materials include both Canadian and imported cloths. You save a third on some of them. The quality is particularly good, for quilts, box coverings, hangings, etc. Note width and price.

36 inches ..... 25c

**ENGLISH SPERO SHEETING, 60c.**

Two yards wide, a grand quality, extra strong and weighty, for double beds, especially the boy's room; it can easily be bleached, as it is free from filling and not a hard close weave. Special quality ..... 60c

**IMPORTED RATINES, \$1 YARD.**

And these are in just those Novelty Checks you are looking for at this time, on white grounds, a fine check an inch in size, of brown, blue, tiger, mauve and black, yellow and black. A very good quality ratine, will wash well, smart dresses, suits, sport skirts, etc. 38 inches ..... \$1.00 yard

**BLOOMER SATEENS, 50c.**

Some more new colors are shown. You have a lovely range of pretty shades; the quality is that fine highly mercerized sateen, so suitable for bloomers, rompers, trimmings, fancy work, etc. 30 inches. 50c yard

## IT'S A REAL SALE IN A REAL WAY!

\$25,000.00 Branch Store Stock must be sold regardless of cost. Remember, this sale is not merely a handful of half-hearted specials, but a great store packed full to the brim with merchandise from the most reliable factories in the country.

**MEN'S FINE SHIRTS**  
Just 175 dozen in this lot. Regular values \$2.25. Price

**\$1.95 each, 2 for \$3.50**

**MEN'S FINE SHIRTS**  
200 dozen, regular value \$1.75

**\$1.19 each, 2 for \$2.00**

**MEN'S SPRING SUITS**  
100 Suits, ordered for branch store (now closed) must be sold. Values up to \$4.50. For this sale

**\$14.69**

Fine Rubber Belt Free

**MEN'S PANTS**  
1,200 pairs, new shipment just unpacked must be sold. Values up to \$4.50. For quick clearance, pair

**\$2.98**

**SPRING HATS.**  
20 dozen shipment just received, finest fur felt, newest shades. Values

**\$2.95**

**RAINCOATS**  
3 dozen sample Raincoats, sizes 34 to 42. Regularly up to \$22.50. For

**\$9.95**

**Wegner Clothing Co.**

371 TALBOT STREET, NEAR KING - OPPOSITE MARKET.  
The Heart of London. Open Evenings. Famous for their little prices

# The Modes of Cleopatra Dominate the World of Modern Fashion



The influence of Cleopatra and her gorgeous trappings are to be seen again by looking at the modern modes. The glory of color and lavishness of detail is with us. Hail the reign of things Egyptian! The reign of beauty. Yes, though long dead, she has risen once more to contribute to the mode. A splendid exhibit for Saturday, and many special selling attractions.

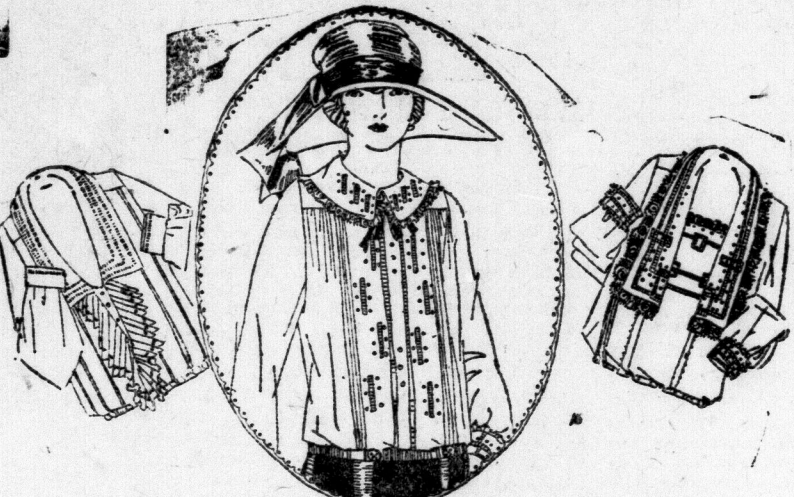
**A WONDERFUL OPPORTUNITY.**  
**Trimmed and Untrimmed Hats \$3.69 Saturday**

75 Hats, direct from the manufacturer, in Hair Cloth, Visca Cloth, combined with Mohair and Accordion-Pleated Silk. Tricorns, Rolling Brim Hats, Off-the-Face Shapes and large Dressy Shapes. Some trimmed with ribbons, clusters of bright fruits and ornaments. Colors black, navy, sand, brown, French blue, henna and gray with navy. Special Saturday ..... \$3.69



## Your Saturday Treat at Candy Counter

A full 114-lb. box of fresh assorted Chocolates, 100 boxes. While they last Saturday, each  
Chocolate Bars ..... 6 for 25c  
O Henry Bars ..... 3 for 25c



**Just Arrived, Beautiful Hand-Made Blouses of Fine White Voile**

These blouses are exquisite models, showing beautiful hand embroidery, drawn work, Irish crochet and flit. One Peter Pan model features a collar of flit. Another shows cascade and collar hemstitched. Others are Tuxedo, V-cut neck and round collar. The dainty touches on cuffs and collar are very effective. These range in price. \$4.75, \$6.50, \$8.75 to \$14.50

**Smart Designs in Paisley Blouses**

These have just arrived and are shown in bright and the more subdued shades. A very smart model is one which features a full-length, set-in sleeve with tight cuff, the roll collar is of plain crepe de chine, trimmed with jet buttons. Other smart models are also shown. These range in price from \$7.75 to \$12.75

**A Gingham Petticoat \$1.19**

Stripe Gingham Petticoats, in sky and pink stripes, made with deep flounce trimmed with tucking, draw tape at waist, splendid full cut. Price ..... \$1.19

**Saturday in the Basement.**

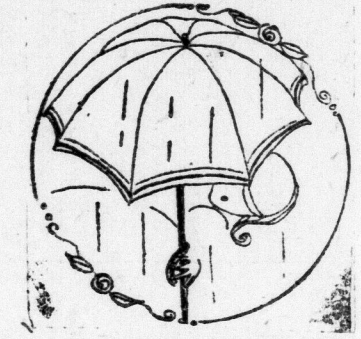
Sunlight Soap ..... 15 for \$1.00  
Lux ..... 10c box  
Panshine ..... 10c can  
Rinso ..... 3 for 25c  
Snowflake Ammonia ..... 3 for 25c  
Satisfactory Toilet Paper, 5 for 45c  
Sani-Crepe Toilet Paper, 25 for \$1.00  
Corn Brooms ..... 75c, 90c, \$1.00, \$1.25  
Scrub Brushes ..... 10c, 15c, 25c, 35c  
Wash Boards, zinc rule 50c, glass, 80c  
Nail Brushes ..... 5c, 10c, 15c  
Gillett Lye ..... 15c  
S. & L. Blend Tea ..... 55c lb.  
S. & L. Blend Coffee ..... 55c lb.  
D. M. Ferry's Garden Seeds.

**Specials in China Dept.**

12 only, 97-Piece Porcelain Dinner Sets, Special ..... \$24.95  
Clover Leaf Dinner Plates, 19c each  
Clover Leaf Cups and Saucers, 4c  
Gold Band Cups and Saucers, 25c  
Plain White Cups, 10c each, 4 for 35c  
Plain Glass Tumblers, 5c each  
Tumblers, with "Bridal Wreath" Cutting ..... 10c each  
Double Glass Egg Cups ..... 10c each

**Knickers, 59c Pair**

One table of Ladies' Knickers, made of pink and white lingerie cotton, finished at waist and knee with elastic. Special Saturday ..... 59c pair



**April Showers Coming.**

**MEN'S UMBRELLAS, \$2.50.**

Seven Dozen Only. These all have silk and wool covers on good strong paragon frames handles come well assorted with crook and opera shapes, plain and silver trimmed. Special at \$2.50 each

**FIVE DOZEN WOMEN'S UMBRELLAS, \$2.95.**

On fine silk-mixed taffeta covers, very close-rolling paragon frames, hemmed or taped edges, assorted handles in Bacolite rings, leather straps and crook effects. While they last, each

**IVORY TIP UMBRELLAS, \$4.00 and \$5.00.**

Ivory tips are very popular on women's umbrellas this season. Our range is quite large at \$4.00 and \$5.00

**CHILDREN'S SCHOOL UMBRELLAS.**

Every child likes to have its own umbrella, on good strong taffeta covers. At, each, \$1.25, \$1.50, \$1.75, \$2

**Night Gowns, 89c**

One table of Ladies' Night Gowns, slip-over style, made of good quality white cambric, trimmed with lace. Others plain tailored styles. Special Saturday ..... 89c

## Newer Spring Clothes for Men That Radiate Quality

Featuring the new fabrics in wide range of patterns—Donegals, rich in texture West of England Tweeds, Fine Worsted, Pencil Stripes, Check Stripes and Overchecks; Herringbones, in Grays, Lovats and Navy. See this excellent selection tomorrow. Featuring hundreds of two-trouser Suits for men and young men, including "students" long-trouser Suits. A selection that gives a great scope both in patterns and styles. And every Suit GUARANTEED.

Regular Sack Suits, Two and Three-Button Sport Suits, Norfolk, Single and Double-Breasted.

**Two-Trouser Suits, Topcoats, \$25, \$35, \$45**

Small Sizes, Medium Sizes and Large Sizes. Types for Men of irregular build.

**The "Clive" Topcoat**

A leader in smart style; yoke back (with overcheck); Velour cloth, in gray, fawn and brown ..... \$40

Others, \$18.50 to \$60.00.

**New Boys' Blouses**

85c, 95c, \$1.25

Mothers will appreciate the quality and neat patterns in these new Blouses for boys. No strings to bother with. Sizes 6 to 15 years.

**Your Spring Hat**

Featured at \$4.50 and \$6.00

New shapes and colors—fawns, grays, with curl brims. Sizes 6 3/4 to 7 3/8.

**Borsalino Hats**

In the new spring features ..... \$7.50

**Stetson Hats.**

The "Stetsonian" the leading spring shape ..... \$8.00

**Pell, the New Arrow Collar for Spring, 25c**

**ARMOUR CLAD CLOTHES FOR BOYS**

PROTECTED WEAR SPOTS. ELBOWS, SEAT, AND KNEES DOUBLED POCKETS REINFORCED SEAMS RIP-PROOF

HAVE YOUR LAD—ARMOUR CLAD

WITH TWO PAIRS OF BLOOMERS.  
**\$10.95, \$11.95, \$12.95**  
Others, \$9.95.

**SMALLMAN & INGRAM LIMITED**

## New Spring Two Pants Suits

**Specially Featured, \$20**

Strong durable Tweeds in excellent patterns and plain grays; two and three-button models, with two pairs trousers. An excellent value ..... \$20

**New "Pauker Knit" Ties, \$1.45**

JUST ARRIVED.

These new American Knitted Ties have just arrived in the new feature colors and stripes for spring. See these tomorrow.

**Spring Underwear**

Penman's Balbriggan Shirts and Drawers ..... 85c

Combinations, sizes 34 to 42 ..... \$1.65

**ELASTIC RIBBED COMBINATIONS, \$2.50.**

Fine selected yarns, an excellent spring weight. \$2.50  
Spring weight Merino Combinations, all sizes, per suit ..... \$1.69  
Boys' Balbriggan Combinations, Special ..... 85c  
Ecu shade, strong, well-made Combinations for boys. Special ..... 95c

## On Sale Saturday Only

**ANY RUG AT 1-4 OFF**

Your choice of any of the \$30,000 high-grade stock of Wilton, Seamless Axminster, Broadloom, English Brussels, Tapestry or Braided Rugs at 25 per cent discount tomorrow only. Bring your room measurements.

## CHINESE RUGS

IMPORTED DIRECT. ON SALE AT

**Half Price**

SATURDAY ONLY.

**KEENE BROS., 125-127 King Street**