

The New Spring Styles of 1941 Will Prove Popular

Sutherlands Drug Store Recommends Fragrance of Spring

Gift Packages That Make Ideal Easter Gifts.

Apple blossoms and spring—the two seem to be undeniably linked—and that is why Sutherland's Drug Store suggests Apple Blossom by Helena Rubenstein for the spring. A gay, bewitching fragrance. Apple Blossom seems to speak of laughter and happiness, delicate laces and brilliant new wardrobes, and is ideally suited to accent your part in the Easter parade.

Some Hints for the Springtime and Housecleaning

Cleaning Up After the Winter is Now the Fashion

The flowers that bloom in the spring, tra-la! certainly have nothing to do with this case, since the budget-eers column this week is taking up another subject which blooms in the spring...

Jackets This Spring Are the New Mode
Crispy tailored, flared and feminine; slimly cut, or boxy; short or well below the hip-line; bedecked with frothy white or bound with cord; tied or belted; no matter what you prefer, you will have to have a complete wardrobe of jackets this spring if you want to be fashion-wise!

Adorn the Home With Flowers, Says Bruce Leek, Florist
To bring spring, with its Easter message, to the home, Bruce Leek, florist, advises Easter lilies, daffodils, tulips, stocks, snap-dragons, sweet peas, and roses in all colours.

Bright Colours and Casual Coats the Rage for 1941
New York, April 2—If you don't like color you had better retire to your attic and spend two months reading Anthony Adverse and Gone With The Wind.

Such is the Dictum from New York This Spring.
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For Sports Wear



The Jerkin is the answer to the woman or girl who is slender, for its daintily tailored lines extend to below the waist, demanding a slim waist and hipline. Here the jerkin is made of a soft flannel, with patch-flap pockets, and gored skirt to match.

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Says Bath a Day Keeps Poor Looks Away
The secret of many a woman's clear complexion is that she's clean all over. No daily bath can keep that fact dark. An aura of healthy good looks surrounds her.

Soft Femininity in Hats
Whether ruffled or peploned, skirts on Easter Sunday will move with an easy swing, for it is the mode that they shall have fullness enough to provide them with swaying lines.

Hats Will Take the Lead in the Easter Parade This Year
New York to See Return to Older Femininity.

SEW and SAVE for SPRING

Double your Spring wardrobe at half price... sew it yourself! See our collection of Spring's prettiest prints... smartest woollens... "smoothest silks."

Printed Silks
Brightly coloured silk prints. Florals... "tiny" and scroll prints. Make up beautifully.

Washable Rayon Crepes
Smart gay prints of easy-to-sew, washable rayon crepe. Wide choice colors and designs.

Spring Woollens
Beautiful woollens in coat, suit and dress weights. Stripes, checks, plaids, solid colors. All fashion-right. All 54 inch wide.

McCALL and SIMPLICITY PATTERNS

GOLDFIELDS DRY GOODS STORE 5 PINE N.

CONTRIBUTE FREELY TO THE WAR SERVICES FUND

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(By Alice Wade Robinson)
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Display of Matched Woollens and Plaids at Pine St. Store

Goldfields Dry Goods Store Has Notable Showing

With Canadian women "knitting-conscious," the Goldfields' Dry Goods in its display of matched woollens and plaids. In lovely pastel shades, the wool is fine to knit, and each colour carries a plaid to match, which may be made into the skirt.

And, too, at the Goldfields, are fine spring materials that may be made into the newest patterns, for street, afternoon, and evening wear, and give every woman an opportunity to sew the clever designs fashioned by the great style centres of the world.



The Smart, New Reversible Coats

Just think of it a New Coat that combines the smart appearance and wearing qualities of a Top Coat—and by just turning it inside out you have a weather-proof Raincoat of the finest quality English Gabardine.

• Polo Cloth and Fancy Tweeds—All Lined with Fine Quality English Gabardine.

PRICED AT ONLY \$15.95

NOTE: We also have a complete selection of the same coats for ladies in all the popular new Spring colours. See these and many other smart new Spring styles at Arnott's now.

W. C. ARNOTT

The Shop for Men and Women Who Shop for Men First Ave. Schumacher



Jewellers and Optometrists Third at Cedar — Timmins

Featuring Bluebird Diamonds for Easter

Proudly we present Bluebird "Registered" Perfect Diamond Rings as the ideal Easter gifts; for glorified perfection is reflected in every Bluebird ring. You'll find a comprehensive selection at this popular store...

ASK ABOUT OUR DIVIDED PAYMENT PLAN