
Now


# DOWN THEY COME! 

"Too Much Good Buying" -_Overbought" They Must Be Paid For-They Must Be Sold S20,000 IN 25 DAYS-N0 LESS
 FIRST BIG BLAST Tuesday Morning
"TOO MUCH GOOD BUYING"-We overreached ourselves. We frankly admit it-we've overbought. Yes, by $\$ 20,000$. The Shoes were real good shoes. The offers were tempting. It was extra good buying but we picked off more than we can chew. We're overstocked-very much overstocked.
"THEY MUST BE PAID FOR" - "THEY MUST BE SOLD." We must forget the profit we expected to make. We simply must sell them. Sell, sell, sell; sell them. Our entire $\$ 45,000$ stock of Men's and Boys' Shoes is on sale. Every pair marked down. We quote just a few of the prices. Get here quick.


| HALF PRICE |
| :--- |
| About 150 pairs. Men's Dress |
| Shoes, slightly shop and win- |
| dow worn. Regular \$10 and |
| \$12 values. Prineipally sizes 6 |
| to '8. Less than Half Price. |

 \begin{tabular}{|c|}
\hline MEN'S $\$ 9.00$ DRESS <br>
SHOES <br>
Sour ehoiee of many styles in <br>
brown and black .alskin. <br>
Goodyear welts. Great values <br>
at os.00.

 

\hline REGULAR $\$ 10.00$ <br>
\hline All our new Spring. styles in <br>
brown and black, bought to <br>
sell at at \&o. Dozens of styles. <br>
"Down they come."
\end{tabular}

 | MEN'S WORK |
| :---: |
| BOOTS $\$ 4.85$ |
| Sterling, Leckie and Hydro |
| City makes. guaranteed solidd |
| leather thoughout; brown and |
| black. Regular \$6.50. All sizes. |

 Modern Shoe Co.

Corner Gov't and Yates

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EVENT IITTORONTO
Sir Michael $\overline{\text { adderler and Others }}$ in Canada From Old in Canada From National Council of Education Conference Next Week


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Giluniticturfog
Rev. W. G. Brown, of Red Deer, Alberta, Opposes Union Plan







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ONTARID SO, OUN
Penalty Imposed on United
Shippers at Fort Frances;
Shippers at Fort Frances;
Fort Frances Ont, March 26 .-









Angus Camibubllo Coclith


Dozens of Swrart and AttractiveStyles to
Select at Very Special Prices Featuring Tuesday a most attractive. showing of
Smart and New Cotton House and Porch Frocks, developed from splendid quality chambray, ging, ham percale and beach eloth, in pretty neat plaid
and striped effects. Also a large range of plain


OREN ALL DAY WEDNESDAY

FURNITURE BARGAINS


Half-Price Sale
of balance of draperles and bedding will close soon.
vantage of these हreat bargains while they last
Window shades and carpet clearing

Noxt to
Hoter
Dougias
A Few stepe
From Pandora
ASHES IN 250
URNS IN NEW YORK
TO BE SCATTERED HOW TO MATKC

## Bictoria Maty © Cimes



## Best Wellington <br> COB?

Victoria Fuel $\mathrm{Co}_{\mathrm{o}}$, Ltd.


contioment KENT'S PHONOGRAPH STORE

PAINTS, STAINS, VARNISHES LOWR PRIOBS 1 -BETTER QUALTYYI-100\% PUREII

SHOES!!!
Modern Shoe Co.

DAVIDSPENCER, LIMITED


A Large Shipment of Curtain Nets and Marquisettes
Now Ready For Your Selection

| Marquisettes 32 inches wide, of fine even weave and shown in a choice of several effective borders; white, ivory or ecru, at | Scranton Filet Net, 36 inches wide, in beautiful designs and fine quality, at, a yard . ................................656 |
| :---: | :---: |
| Mard $\quad$ arisette, 36 inches wide, with plain edge and in shades of white, ivory or ceru. At, a yard .................29e | Scranton Filet Net, 36 inches wide, with small detached patterns. Extremely effective at, a yard ......................45 4 |
| Marquisettes, 36 inches wide, with ribbon or imitation, hemstitehed border; fine quality | Scranton Filet Net, 45 inches wide, in ex quisité panel designs, yard ........\$1.25 |
| white, ivory or ecru, yard ........... 39 e Scranton Net, 40 inches wide, exceptionally fine grade and superior value, yard $\$ 1.00$ | Super Filet or Tuscan Net, 44 inches wide; a beautiful net of heavy texture and exellent value at 95e and .........81.25 |

## Cocoa Matting Rugs

For Sun, Porch and Verandah


DAVID SPENCER, LIMITED


BICYCLE SALE

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## WOOD <br> $\$ 4.00$ <br> 

 THOS. PLIMLEY, LTD.

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Parents Will Meet Trustees

| This Week to Discuss |
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Paderewski Says:
-in a letter endorsing the supreme musical qualities of the
Aeolian Duo-Art Reproducing Piano
"I avail myself of this opportunity to
engratulate yon anain on our splen
did achievement in the production of
 without question qreatly superior to
any other of its kind, and $I$ shall be any other of to have my playing repro
tuad indeed with such, manifest sidelity.
duced

## FletcherBros <br> 1110 dOUGLAS STREET



HAWKINS \& HAYWARD

## CHICK STARTER

VICTORIA FEED COMPANY, LTD.

## K" <br> BROGUES

Walk the Fur thest, Last the

Longest For Golf the Best

Sold By
David Spencer, Ltd. and James Maynard

Easy to Drop Cigarette Cigar, or Chewing Habit


STEVENSON \& HOYLAND, Ltd, Vancouver, B.O シ

HIOTORIA DATH, TMMES, MONDAY, MARCH 26,192

## KIRKHAM'S SPECIALS

| Lanke Toe. | 58c | Fraoh Boilina Boot, |
| :---: | :---: | :---: |
| Pure Whito Peppen | 35 c | Frooh out Pot Roaste |
| Nico Prunes. | 25 c | Bonotes stowing Beil |
| Van Campto soups | 10c | Round |
| 析 | 25 c |  |

H. O. KIRKHAM © CO., LTD G12 Fort street twó stores 749 yates strebt

Dainty Shoes For Easter Gewns


Make Your Reservations Now
NATIVE DAUGHTERS' CABARET
TUESDAY, APRIL 3RD., 1923

## ASPIRIN

UNLESS you see the name "Bayer" on tablets, you


Accept only an "untroken package" of "Bayer Tablets of Aspirin, which contains directions and dose worked out by
physicians during 22 years and proved safe by millions for

| Colds | Headache | Rheumatism |
| :--- | :--- | :--- |
| Toothache | Neuralgia | Neuritis |
| Earache | Lumbago | Pain, Pain |



WOMEN'S INSTITUTE


FRIENDLY HELP ASKS
FOR DONATIONS FOR DONATIONS FOR season of rejotcing





## 3 5 5

REVIEW ARRANGES

EYES EXAMINED GLASSES FITTED Victoria Optical Shop


| SALE OF EASTER NOVELTY GOODS |
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| Queen Alexantra Review |
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## IN WOMAN'S DOMAIN

| ABYCRIED |
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| AT CHIISTENIMG |
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RECEIVES APPOINTMENT




Presentation Ceremony to Pesentation Ceremony to
Take Place Thursday by
Mrs. Curtis Sampson Mrs. Curtis Sampson
An metereutns ceremony yull


Piano,FairPractice Piano, $\$ 85$ Organs, As Low as $\$ 20$ Phonographs As Low as $\$ 10$

## Heintzman

And Co., Ltd.


ARE YOU ADVERTISINC








Which do you allow to rule?

Is your Brain master of your thoughts and emotions? Or does Tyrant Stomach dictate how you shall eat, and gloom your days and gloom
and nights?

King Brain $\begin{aligned} & \text { King Brain and ABBEY'S } \\ & \text { overcome Tyrant Stomach. }\end{aligned}$


ABBEY'S neitralizes acidity of the stomach-relieves belching, distress and fullness after eating-and stops
heart "fluttering" due to the pressure of gas in the stomach upon the heart. It also correets Constipation and prevents Bilious Attacks and Sick Headaches.

HEALTH $\leftrightarrow 4 \square$


Thit groen tee in perfection-freoth, cllean Japans you ever tasted
Sold by all Grocers.
LiBARAN To spak.

## \section*{$=$ of the Champions} <br> The Choice

 American Professional Cham-
pionship on a c. c. M. Flyer Trionship Racer. Then he crossed to Europe and won fresh haurels
for himself and his C. M. Plyer.
Alfred Goullet, the Australian,
now of New York, the greates
 the bees all-round riders in the
 A. Levinsky, U.s. National
 American riders C . C . M. M. Flyers. c. And in Canad2, the home of minion Championship Races for
ill distances were won on C.C.M. Prank. Brown, winner of both
half-mile and mile: EElson McKay. the fast goung rider who won the quarter-mile;
captured the ten-mile
. man Webster, who won the five C. C. M. Racers.

The C.C. M. Flyer is the choice
of Champions. because it most
 Whether for Racing, for Pleas



## C.C.M. Bicycles

Columbia - Cleveland-Red Bird MASSEY - PERFECT
"The Bicycles with the C.C.M. Triplex Hanger" Canada Cycle \& Motor Company, Limited

All regular C.c. M. Models
 easily and smoothly and makes
C. C. M. Bicycess so full of pep
ticand speed and powert Prac-tieally pill racing pen preferthe
three. piece hang ger as doo ther
experienced ayclist the world
over.
This seanon, all C. C. M. men's
models (except racers) are equip ped with hee new Glibsen Pequip
withoul textra charge. This classy wethout extra charge. Thiscilassy Pitidere all over Canade
rityer thas ilivery, rustproof aluminum
framelight, yet remarkably
stronge trong. The Litctle Fellow with the
Giant Grip"- Fis included, also, at Giant Crip" " is included, also, as
regular equipment. The new modeles are snappier, are niekerled bright as sunshine
and entemeled to rival the sheen and enameled to rival the sheen
of A Austrous piecco of silk. See them at any C. C. M. deal-
 new C.C. M. Sport Model, that
everybody's talking about. everybody's talking about.
classy
new model mith $a$ sug. gestion of the motorbiike design,
yet light and graceful. yet light and graceful.



## THXXTION BOEEY <br> thin tutin or CHANNEL ISLES

 Home Office Turns Eye onGuernsey and New lersey Guernsey and New Jersey
Noted for Cheap Living

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WAGE INCREASE GIVEN EMPLOYEES

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## ONLY <br> 

 ESCAPES At the first sign ofbleeding gums, be on yourguard. Pyorrhea, destroyer ofteeth and health, is on the way. Four persons out of every five past forty, andthousands youngBrush your teeth with
Forhan's
FOR THE GUMS
More than a tooth paste
it checks Pyorrhea
35c and 60 C in tubee
PROVINCIAL PARTY OF
BRITISH COLUMBIA
BRITISH COLUMBIA
PUBLIC MEETING

## Godon prouale

Most Practical Are the New Tailored Suits of Navy

## Tricotine

$\$ 37.50$ to $\$ 49.50$
Discriminating patrons will uets models smart designing
cellence of materials and
faultlešs tailoring. Every model is an example of what we consider a good suit should represent. There are long coats with notched collars, and pleats and finished with smart narrow belts. Skirt are of the two-piece order and We have seen to it that the values are right. Nothing more nem- $\mathbf{\$ 3 7 . 5 0}$ to $\mathbf{\$ 4 9 . 5 0}$.

| Novelty | Here Are Your Easter |
| :---: | :---: |
| Handkerchiefs for | Gloves |
| Easter | Trefousse French Kid |
|  | Gloves, wrist length, in shades of brown, grey, |
| Crepe de Chine Hand | navy, black and white; |
| rehiefs in shades of |  |
| phk, henna, sapphire and | Trefousse French. Suede |
| musto 40 and $60 ¢$ each. | Hfores, Wrist-Jength, in |
| ne Lawn Handkerehiefs | brown, light and dark grey and beaver; $\mathbf{\$ 3 . 2 5}$ |
| white with colored em. | pair. |
| ossbar stitching, can | French Kid and Suede |
| $o$ be had with colo | Gauntlets, 12 button |
| centre and white bor |  |
|  |  |
| corner; $\mathbf{5 0 ¢}$ each. |  |
|  |  |
| fs in a great | lets in the newest colors |
|  |  |
| $\mathbf{1 . 2 5}$ each. | \$2.50. |

## Shop Early Tuesday!

## Remnant Day

A big one day clearance of all accumu lated short lengths in DRESS FABRICS, SUITINGS, DRESS AND TRIMMING SILKS of all kinds, WASH FABRICS AND HOUSEHOLD COTTONS, ETC., RIBBONS, LACES AND TRIMMINGS
For this event prices have been reduced to most attractive figures and represent unusually large savings for those who take advantage of them. The real way to buy remnants is to shop early and get best choice Tuesday.



Night- Hosiery for Women and Children gowns Chemises and Corset Covers Excellent Values Pink and White Cotton Gowns of White and Col-
Nightgowns, trimmed in ored Mull, lace trimmed
 Gowns of Pink and White fancy erepe at, each,
Cot on and Crepe, in
$\mathbf{\$ 2 . 0 0}$
and slipover and button frott Hand-Made Envelope
styles, very dainty and Chemises, neatly hand-em.
 in several styles, either Hand-Made Nightgowns of Gowns of Fine White broidered in many pretty
Nainsook in many styles,
styles. These are exepp-
 Each .......... $\$ 1.90$ Hand-Vmbroidered Corset



A Great Selection of Children's Dresses Ginghams and Chambrays
We have just reeeived a new shipment of neat dresses
for children. They are made from excellent grade materials in the most pleasing colors and styles. Gingham Dresses, neatly made and shown in pinks, blues and tans, finished with fancy stitching. Sizes for the

Children's Bloomer Dresses, in ginghams and chambrays, ales of 2 to 6 years at $\$ 1.50$ to ......... $\$ 2.90$ Ginghàm Dresses, in assorfeă prafas aniz checks and plain colors. Sizes for the ages of 8 to 14 years at $\$ 1.50$ Children's Black Bloomer Dresses, trimmed with bright colors. For the ages of. 2 to 6 years. Excellent values
at .............................................75

Books for Easter Gifts The Bible, in several bindings, at $75 \boldsymbol{y}$ to
Church of England Prayer Booke, $7 \mathbf{7 5}$ to to 87.50
87.00
.80





Many Interesting Values
Women's Fibre silk Hose, with back seam Women's Pure Wool Hose, with ribbed and lisle tops, wide garter hem and lisle garter tops, splieed heels and toes; black
 white and camel. A pair ..........69t. Women's Pure silk Hose, plaìn and fancy.
Women's Summer Weight Lisle Hose, with
 $\begin{array}{lll}\text { sand, apmel, nickel and white. A pair, } \mathbf{5 0 c} & \text { Sahara, nickel, polo, grey and navy, } \$ 1.98 \\ \text { Good Grade Black Cashmere Hose, with } \\ \text { Women's Out-Size Lisle Hose, }\end{array}$ Good Grade Black Cashmere Hose, with
Women's Out-Size Lisle Hose, of medium
double spliced toes and heels. Size $81 /$ oto
weight and extra wide in the leg. They double spliced toes and heels.
10. At, a pair
Women's Heavy Cotton Hose, with double shown in black only. Price, a pair, $\$ 1.00$ Women's Heavy Cotton Hose, with double Shown in' black sily Hose, in wide and nar
hem garter top, double thread soles, heels Women's Glove sikk
nit toes, thack, brown and white. A pair.




| Suits for Small Boys $\$ 4.50$ to $\$ 5.50$ <br> These , are neat, practical little suits, allwool and in shades of navy, white, brown and Saxe. Suitable for the ages of 2 to 6 years. Spring wear, $\$ 4.50$ to $\ldots . . . . . .$. -ChIIdren's, First Floor |
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Boys' Rainproof English Gaberdine

## coATS <br> $\$ 12.50$ and $\$ 15.00$

The coats are made of all-wool gaberdine, wool lined and in medium shades. They are serviceable coats for Spring and Summer and very dur--
able and dressy. Most inviting values at $\mathbf{\$ 1 2 . 5 0}$ able and dressy. Most inviting values at \$12.................................

## New Hats for the New Season <br> The Styles Smart Dressers Will Wear <br> Only $\$ 4.50$ <br> Just in time for Easter. They arrived a day or two ago, and are now on display. Fur Felt Hats repre- senting the two best styles for Spring. Fur Felt senting the two best styles for Spring. Fur Felt Fedoras and a new flat top shape that is receiving much admiration. Hats that will add the last word much admiration. Hats that will add the last word in perfect dress for Easter. They are shown in pearl with black band, grey with s brown. And they are just



Women's Silk Knitted Underwear Best Possible Values

## Women's Pure silk Knitted Vests, an ex- Women's Kayser silk Bloomers, with ela

 round shoulder straps; also opera top styles.
Flesh and white. Sizes 36 to 40 , each, $\$ 3.75$, black, grey, navy and brown. Ali
$\begin{aligned} & \text { sizes at } \$ 4.50 \text { to }\end{aligned}$.......................75 Women's Pure silk Bloomers, to match Women's "Queen Quality" Bloomers, with Women's Pure
 Women's Kayser silk Vests, with round neck, shoulder straps and opera top with
faney ribbon straps; colors flesh and white and black; sizes 36 to 42 at, eaech, $\$ 3.50$ faney ribbon straps ; colors fiesh and white and and ............................................................. $\$ 3.75$

Easter Novelties in the Candy Dept.
 Chocolate Hons, Roosters, Pige, A Great Assortment of Easter Novelties and Baskets, from 15 $\phi$ to ......... $\$ 2.00$

Men's Jerseys $\$ 2.25$ and $\$ 4.75$ neri, fine worted Woir puluer jurnes,
 $\operatorname{cic}^{2}$ Men's. White Sports Jerseys, pullover style, all-wool grade, with



Men'sCaps
New Styles
Just in the rush of the Easter season we have of the newest styles in Men's Caps. Dressy caps in plain colors,
fawn, brown, grey, with fawn, brown, grey, with
pleated backs and unpleated backs and unmost stylish caps made. We have also a selection of English tweed caps in well-finished models, at $\$ 1.25$ to ...... $\$ 2.50$

## French

 Ivory Special Easter Week Values $=$
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Men's and Boys'

## Shirts

For Easter
Wear
Men's Negligee Shirts, Men's Sports Coliar Shirts made from prints, fine of white and cream eam $\begin{array}{ll}\text { made from prints, fine of white and cream eam } \\ \text { woven zephyrs, faney silk } & \text { brie with hair stripes. } \\ \text { At } \\ \text { sizes }\end{array}$
 stripes, at prices ranging
from $\$ 1.50$ to
$\$ 3.75$
parned from \$1.50 to $\ldots . \$ 3.75$ fancy stripes, with collar
 mereerized crepe, union sizes at $85 ¢$ to $\ldots . . \$ 1.85$
taffeta and basket weave $\begin{array}{ll}\text { negligee and outing shirts, } & \text { Boys' and Youths' Khaki } \\ \text { Twill Shirts, made with }\end{array}$ from \$3.50 to ...\$6.25 $\begin{aligned} & \text { Twill shirts, made wit } \\ & \text { sports or turn-down col }\end{aligned}$ $\begin{array}{ll}\text { Sports and outing Shirts, } & \text { lars and military poeke } \\ \text { in plain white cambric or } & \text { Sizes for boys at } \\ \text { \$1.35 }\end{array}$ tai, also taney stripes with eolar and pockst. Prieed
from $\$ 1.50$ to $\ldots \$ 3.00$


Boys' Ties, Belts and Handkerchiefs
Fibre silk Knitted Ties, Boys' Leather Belts, with
 Cash's Irish Poplin Ribbon Boys' White da m mbric


Men's Balbriggan Shirts and Drawers
At, a Garment, 75c Natural Balbriggan Shirts and Drawers, long or short yles. An underwear suitable for the Bpring. Specia at, a garment ......................................... $\$ 1.50$

## Oxfords for Men

Are in Great Favor This Spring

Black or Brown Cair Oxfords, on a medium recede
last aña frith nitit weight gotes............. $\$ 6.00$
in's Fine Brown Cali Oxfor
st. As illustratéd. Price, ..... $\$ 7.50$
tout Br ..... $\$ 7.95$

| Boys' New oxfords, of black or brown calf, $\$ 5.00$ |
| :--- |

## HOME WOOLS

Special, Per Ball
e, light blue, Copenhagen, Oriental, turquoise, mist, aluminum, wisteria, purple, laek, navy, white. Three different qualities. Specia

|  |
| :---: |
| Garments <br>  <br> Flannelette Gowns, with high or V-neck, well made and neatly trimmed with colored. stiteh ing and embroidery. Special at, each, 81.00 and ......................................................... <br> Bloomers of Grey. Flannelette, made with elastic at waist and knee, and in sizes fgr elastic at waist and knee, and in sizes fgr the ages Glannelette Broomers, for the ages of ${ }^{4}$ to 12 years, ..................................................... <br>  |
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Demonstrating Spencer's Superior Values In Coster yparral

Popular Silks for Spring


 | 40.Inen |
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| narrow | natrow stripe; showne, in smart silik with a

canna, grey and navy ground with ciffereent

colored strint | canna, grey and navy grounds with cirterent |
| :--- |
| teolored stripes. Selling at, a yard $\ldots . . \$ 2.98$ | Spring Wraps Well Designed Taffeta Dresses, in styles to suit every figure-from the plain fitting bodice to the beruffled effect, with touches of ished with lace on collars and cuffs and the dresses are shown in colors of navy, Saxe, black or brown. Sizes range from 15 to 38.

Superior value at, Superior value at, in exclusive designs. Some are trimmed with silver and gold ribbon, embroidered and finished with "Bertha" collars and puff sleeves:



## Taffeta Dresses

The Medallion Corset-Modeled Particularly for Stout Women The Now Medalilon Model Bon-Ton Corset for stour fig-


 exceilent weight eoutil and boned with "Wundabohn."
Of inestimable value at Also Back LIace Medallion Corsets for short, full figures;
made of p pink cootil) with reinforeed abdomenal section;
 Inll Corsets fitted. by expert graduate eorsetieres:


Stylish Shoes
For EASTER Patent Leather or Brown . Kid Colomial Pumpy with
Freene heel and round toe.


 Many, other shoes just as interesting and stylish, All
wonderful values.
-women's shoes, Frrat Floor

Baby Wear-a Complete Assortment

## $\xrightarrow{\mathrm{An} \text { narss. }}$

 Woil Vests, at, each 75 tict to 1 to
 abies' Balnkets ot $\$ 1,50$ to Babies, Sha
$\mathbf{8 3 . 9 0}$
to


Distinctive Styles for Misses and Women color for trimming. Some are daintily fin527.50

Dresses of Excellent Grade Chiffon Taffeta,

\$1.25 to $\$ 3.25$ These are shown in a protusion of styles, in drop and ringe eteceris
In eolors of jet, coral, Amber, jade Amythest

and pearl. All are fash| ionable and good value |
| :--- |
| at $\$ 1.25$ to |
| 10.25 |



## Sports Skirts

Showing the Season's New Styles



## pleated Plaid slarts

Pleated Plaid skirts of excellen
brown, navy, henna, fawn and
all sizes and exeellent value at
Tuxedo Style Silk and Wool Sweaters \$10.95
You have but to see these Sweaters to be impressed with their attrac-
tiveness, not only in the general outline but in the quality that is readily tiveness, not only in the general outline but in the quality that is readily
feature. The sweaters Ire of silk and wool, with

 | contrasting shades of marigold and white, jade and white, mauve and |
| :--- |
| white, fawn, yellow and blue; sizes 36 to 42 at, each - . $\$ 10.95$ |
| . |

## Dainty English Voile Blouses $\$ 5.75$ and $\$ 6.75$

You will find no daintier Easter Blouses than these at the very moderate prices. They are made from a fine English voile, with tasteful vestee fronts, long tuxedo collars and turn-back button cuffs, Many pretty models on view, with trimming of drawn work, embroidery, fine tucks, hemstitching and lace. Blouses you will take a pride in wearing. and wonderful values at $\$ 5.75$ and


In Styles That Suggest Dignity Comfort and Grace Values From

## $\$ 35$ to $\$ 125$

The graeeful lines on which these new Spring
Wraps are designed, will win the admiration of every woman who sees them. They are designed
from velour, tricotine, marvella and Bolivia eloths; from velour, trietotine, marvelia and Booivia cloths; nigger brown, sand and. other popular colors; come
combination shades, navy and grey, henna and
There are several styly sos to select from ineluding
crossover, one button effeets. Some are lined with
ink, have gathered collar and are trimmed with ebroitery mathered collar taseses. Are trimmed with
worth and worthy of your attention.


Dainty Handkerchiefs-Special Values
Pure Silk Grepe de Chine Handkerchiefs of heavy quality



 Special at, eaeh
Lace Trimmed Lase Trimed Handkerchiefs, made superfine quality
Swiss lawn and trimmed with Veniee lace in attractive Swiss lawn and trimmed with Venice lace in attractive
desigus. Big value at $35 \phi$ and $\ldots . . . . . .$. -Main Fot
Stylish Gloves

## For <br> Easter


pique sewns silk embroidered backs in two style and fit; pique sewns silk embroidered backs in two tone effeets;
they have strap wrist fastener and are in shades of beaver brown and grey. Exceptional value at at..... $\$ 4.95$
Capeskin Gauntlet ${ }^{\text {Gloves, }}$, that will give Capeskin Gauntlet cloves, that will give excellient
serviee ; made with strap wrist, contrasting gusset in service; made witt strap wrist, contrasong sose and
cuff and shown in shades of grey, brown, mode and
bêaver. Pair ................................95 French Suede or Kid Gauntlets, popular and dressy
gloves; pull-on style, with elastic wrist and very distine-


 Long, Glace Kid Gloves, 12 or 16 -button length made from
specially selected skins; black, white or tan; 12-button length at, a pair $\ldots \ldots \ldots . . . . . . . . . . . . . . . . . . . \$ 54.95$
 French Kid Gloves, in regulation wrist style, every pair


Children's White Jean Middies, $\$ 1.00$
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## Basketball, Golf Times Sporting News Football, Hockey

Lacrosse Bug Makes His Appearance Here Two Clubs Will Hold Meetings To-night to Organize-
Busy Season Is Looked For -School League Will Oper-
ate Again-V.D.L.L. Looks For Keen Race

J.B.A.A. Ruggers Polish Off a Splendid Séason

By Capturing Vancouver Island Championship


Liverpool Look Like
Repeating This Year

 Them Cup for Second Consecutivé Year









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Oxford Held Lead All Way:

Claims International Title As
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 Millwood 54.00 Cord velivered in City.
Phone 298
The Moore-Whittington Lumber Co.

50c Luncheon Served Doily from Hiso touti yion

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## Optomistic

There's every reason why Victorians should feel optimistic. The tide has turned and the wave of prosperity is surely reaching us: Pessimism has had its day and it's now the turn of the optimist. Optimism, creates confldence and connidenee cre-ates, business. Talk opti-
mism, feel optimistie and mism, feel optimistie and
boost Vietoria.

New Sports Skirts For Easter Wear One or more smart sports skirts will prove a useful asset to your Spring ward
robe, For golf, for walling or for gen eral wear you'll find our collection of fers a wide selection. Novelty plaids and stripes are shown in great variety,
beautiful goods inelurling prunella eloths, homespuns, and novelty serges
plain and pleated models finished witt narrow belt and novelty buttons; sizes
27 to 32
waist $\ldots \ldots \ldots \ldots \ldots . . . . \begin{aligned} & \$ 12.50\end{aligned}$

## New Spring Ribbons

The true-to-type woman has always proved her in-
genuity when fashion allows her various kinds of rib. bons. The new ribbons so well reppesented in our extensive displays suggest many attraetive ways in
they may be used for milady's fashionable use. Novelty Watch Ribbon
 Moire Ribbon

Two-Tone Ritbbons


Smart Gloves to Wear With Your New Easter Costume
Novelty Silk Gloves Novelty French Kid Gloves


 silk Gloves



Dainty Handkerchiefs for Easter




$\mathfrak{A} \mathbb{N}$ ew Suit
For the Boy at Easter
Parents wise in the buying of children's elothing realize it is style and wear more than mere price which deeides the true economy of a boy's suit. Here are just the sort
of suits in whieh the boy will spread out his chest with pride ; the sort of suits parents will have reason to feel atisfied about because of their long wearing qualities. Tailored from all wool tweeds in a most desirable shade of grey with fancy stripes and checks; single breasted models in p
poekets.

$\operatorname{cic}_{\substack{\text { sines } \\ \text { los. }}}^{\text {s.t. }} \$ 16.50$

## 둥․ <br> Easter Blouse -Sale

Many and varied are the new Spring Blouses that enter this Speeial Easter. Sale. Ineluded are all the new colorful fabrics fashioned in hip length and long Russian blouse erfeets, as well as the popular Jacquete modes. Tise at the exceédingly attractive prices
tinetive style, perfect workmanghip and fine fabrics at Tricolotte and Georgette Overblouses, $\$ 5.49$ Crepe de Chine, Georgette Orepe and ande from heavy $\qquad$



 White Voile Blouseen $\$ 7.98$, Hand Made Voile Blouses, $\$ 5.49$
of fineot quallty white volle in smart tailored $\quad$ Made trom soft qually white volle, smart
 golf who contemplate taking up the game of golf we are offering right at the commencement of ONE GOLF BAG, 4 GOLF CLUBE, AND 4 OF OUB FAMOUS "CAPTAK" DIMPLE COLF BAL

For the Special Price of $\$ 19.50$
No further need to say that the expense of the equipment keeps you out of the game.
With this set you can start with the asourance that you are fully equipped.



## Easter Salle of Linens



Linen Towels, too, are Offering at Specially Attractive Prices



 Each 65 and
All Linen Tea Toweling


Mannishly Tailored Motor

## Coats <br> Attractively prieed <br> $\equiv \$ 39.50=$ <br> Smartly, tailored in raghat style, from exeellent velours and polo eloths, in brown, green and purple shades and polo eloths, in brown, green and purple shades box pleated and trench backs with all round belt; novelty poikets and two-way collars; half lined with two- en tone silk serge. Ideal coats for traverng or moot value All sizes for misses and women, and good at .................................... $\$ 38.50$ <br> 

Flannel Sports Dresses Sizes 16 to $20-\$ 12.95$
Made from good wearing broadeloth flannels in a choice selection of new
colors, including indigo, China blue, Nubian, biscue, bitter sweet and white,


## Spring Draperies

 English Shadow Cloths $\Lambda$ special purchase enables is to markably low price. Theyt are fifty inches wide and cone in rich designs on light and dark grounds; suitabe.drapes.
d2.50. Wpecill, worth $\$ 1.95$
Fast Oolor Drapery silks
Double width drapery silks guaranted fast color; choiee of shase, blue, Beautiful quality silks
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Per $\$ 3.25$ and $\$ 3.95$
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Yardley's English Tojiletries


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 The Days of '98, When the Gold-Mad
Crowds Sought Gold in Alaska

## "The Flame of the Yukon"

 Starring Dorothy Dalton COLUMBIA

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Willie Collier's Great Laughing Success
 See This Man!


Douglas MacLean and Madge Bellamy, Stars

PANICI A RIP.ROARER
ONE of the GREAT BIG HITS of the YEAR
sUOH YELLS! SUOH THRILLS! SUOH STEEPLECHASE SPILLS!

IT'S THE FUNNIEST IN YEARS SUPER FEATURE No. 2
This is the Second of the Four Big Pictures Promised

| TO-NIGHT! |  |  |
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## DIAYHOUSE <br> BOYS: Come to <br> The Girl from Spencer's

and Have a Holiday With the Girls
She Will Never Forgive You If She Misses It
Open Wednesday to Saturday
Prices: 30c, 55c and 85c
Box Office open 10 a.m. to 9 p.m. Phone 380


## CAPITOL

THIS WEEK Mariou Dintes

Famous Star of "When Knighthood Was in Flower" in Her Latest Super-Production

The "Knighthood" of Sereen Comedy; The "Knighthood" $\rho$ Sereen Comedy
the romance that turns a new leaf and uncovers a brand new type of comedy. It didn't cost Adam a niekel when Eve turned over a new leaf. But when the spree! Ask Adam in "Adam and Eva" From the brilliant Broadway stage hit. Filmed by the star and director of Knighthood

The merry story of a millionaire father who couldn't manage his pretty flapper daughter. And bronght in one of
the smart young men from his office the smarrt young men from his office
to do the job. You can't imagine the to do the job. You can't imagine
amazing things that happened! "Adam and Eva"-a Comedy Paradise; an Eden of Laughs.

The season's elassiest comedy; laughs
and chuckles in a deluxe setting; a and chuckles in a deluxe setting; a


VICTORIA DATIY TIMES, MONDAY, MARCH 26, 1923

Marincilicitr Pedir NEW SCIENEC MIRRVE

Voice is Possible to Produce With the Motion
Now

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 Craze for Playing the Poni
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tain Now; Evil Infests
Football

## Advertising Sent On a Definite Job

Selling costs offer the acid test for all forms of advertising.
National advertisers are interested in volume, but much more interested in what that volume costs to get.
Advertising that goes to the country at large with no particular mission beyond "creating national prestige" is of little use in the battle to hold down the tige" is of little use in the battle to hold down the
cost of selling. Successful modern national advertising is addressed to a given job. Its well defined purpose is to cultivate markets where it ays to sell goods.
America is a collection of markets-all good for many lines of erchandise-few good for all advertisers.
Have you pieked your markets from this vast assembly, Mr.
Manufacturert Tanufacturer!
Newspaper advertising, seen every day by all who read, covers
adequately and economically every market on the continent.



ㅍommionEVENINGS $25 c$ and 35 c Children, 10c

THE MOST LAVISH AND MAGNIFICENT PRODUCTION GLORIA SWANSON HAS APPEARED IN SINCE "MALE AND FEMALE"

## GLORIA SWANSON



A Dazzling Fashion Show. A Mighty Mother Drama
Never have Gloria's silken beauty and emotional fire been so lavishly displayed as in this picture. As the heart-broken
Never have Gloria's silken beauty and emotional fire been so lavishly displayed as in this picture. As the
wife who resolves to live up to the wild reputation society has given her, she is irresistible.


## 唯TIMES DAILY - PICTURE ФAGE ${ }^{\text {P }}$



John A. Dreser, choomn President
 SCHOOL DAYS … $=-=$ By DWIG





Ruhr Sabotage That Foils the French


The Beauties of the North
Stamboulisky


Bulgarian Premer, who has begun
to reogrganize his cabinet.



Peeress Star of "If Winter Comes"

 Dancer Sues


THE SNOWMAN THAT WON'T THAW


## LATEST NEWS OF THE MARKETS

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## TLLEPHONE YOUR CLLSSIFIED ADS． 701090 TIMES－WE WILL DO THE REST

MUTT AND JEFF｜｜


Jeff Should Be More Original




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## REAL ESTATE--HOUSES, LOTS, ACREAGE, DAIRY,FRUTT and CHICKEN RANCHES FOR SALE




| Finest Sweet Pea |
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| Crosland Bros. Duncan, B. C. |
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| VisitorsAlways Welcome |  |
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## EASTER MODES

For the Easter Parade A New Wrap
On Easter Day your apparel should smack of newness and your Wrap most of all, as it is first to be seen.
Duvetyne and Marvella Cloth Wraps
$\$ 35.00, \$ 45.00$ $\$ 55.00$

It Goes Without Saying An Easter Hat
Never such a fascinating display
of Springtime millinery in our
salon. salon.

Popular Sport Styles, Exclusive | Models |
| :--- |

$\$ 7.50$ เ $\$ 15.00$
New Silky Tricosham Dresses
$\$ 45.00$ to $\$ 59.50$ New Novelty Trico-
Silk and Crepe Frocks At \$19.50
$\$ 5.00$ เ $\$ 10.00$
tine Overblouses
Choose Your Suit in Time For Easter
Why not make a point of securing your new suit now. There's notnig in prices to hinder an Smartly Tailored Suits At $\$ 32.50$

Dependably Correct Suits At $\$ 23.50$

The New Style ThreePiece Suits in Exclusive Selling
$\$ 49.50$ to $\$ 75.00$ Daintily Stylish. All Wanted Shades
$\$ 6.50$ to $\$ 11.95$

## Gordonstar

the popular yates st store


