

RED FERN'S Limited UNDERWRITERS' FIRE SALE

STOCK MUST ALL BE SOLD
AT LESS THAN HALF PRICE

Be Fair to Yourself and Examine the Goods and
Prices. Costs You Nothing.

BARGAINS—REAL BARGAINS

Open From 9 a.m.
To 9 p.m. Daily.

282 Yonge Street, Toronto

FORD NEW HOME IS ATTRACTIVE

Model Building Contains
Comforts for Staff and Best
Show Facilities

In connection with the show week which Toronto automobile dealers held during the week of Feb. 22-27, the Ford Motor Company held the formal opening of their handsome and commodious new service plant at the corner of Dupont and Christie streets, and throughout the entire week large numbers have taken advantage of the opportunity to inspect the new home of Ford in Toronto.

The construction of this building is of concrete, steel and brick, with ornamentation and cornice of glazed terracotta. This building is an excellent example of the latest design in reinforced concrete construction, which is becoming very popular in Toronto. One very interesting point about the construction of this plant is the fact that the walls do not in any way assist in the support of the floors, which were all set before the walls were built. The concrete and steel columns form the sole support of the floors. Special attention has been paid to fireproofing, all windows and doors are protected by fireproof shutters, and the entire building is fireproof, but in addition the company has installed the latest approved type of extinguishers and hose in readily accessible and convenient points throughout the building.

Every detail has been given careful consideration, which shows up in the excellent lighting, adequate heating, and perhaps even more important, the ventilation.

Let's take a trip thru this model service plant: will enter from Dupont street and pass into the room, and richly appointed showroom, back of which we find the executive and general offices, which are complete in every detail. Passing into the hallway, which is at the west of the showroom, we find the well-appointed ladies' lunch room, the staff may prepare their lunch without leaving the building. Immediately back of the lunch room is the waiting-room for car owners, etc., and the office of service manager and superintendent, connected with which is the office of service clerks. The spacious garage occupies the east end of the building back of the office and extends to the north wall of the building.

Below the rear of the garage we find the engine room, which is a model of neatness and efficiency, with a transformer and switchboard-room. Going up the rear stairs to the second floor, we enter the loading and unloading room, which takes up the rear half of this floor and which is connected to a large covered platform, which extends across the lower end of the large yard and which is used for loading and unloading purposes. The railroad siding runs along the back of the building. The front half of this floor is taken up by the office of stock clerk, public space or lobby, which is finished in marble and tile, also a room for salesmen. The third floor is entirely taken up by the repair shop, together with the toolroom, repairmen's washroom, etc. In this shop we see and can realize what true service means and also find a partial explanation of the rapid growth of this mammoth organization. The most up-to-date appliances and machinery are used to enable the repair department to execute repairs in the shortest possible time and at the same time with accuracy and precision. The fourth floor is left for assembling and makes an excellent temporary moving picture theatre, where the latest Ford films were exhibited during the show week. On the fifth floor we find a light, well-ventilated and up-to-date paint shop. To complete the inspection, we will go to the roof of the latest Ford films were exhibited during the show week. The roof is tiled and each piece of equipment testifies to this fact.

Also this last week was a special show week, the building was open to public inspection at any time. It is only necessary to secure permission from the office.

The building is a credit to the city, as well as to the company, and those who have not seen it should avail themselves of the opportunity of looking over this model service plant.

OPEN CAMPAIGN FOR LIQUOR LEGISLATION

Organized Tour to Be Made Throughout Ontario, Quebec and Maritime Provinces

Rev. Dr. Chown's social campaign tour in the west to call for special liquor legislation during the war is to be supplemented by an organized tour in Ontario, Quebec and the maritime provinces by Rev. Dr. Moore, superintendent, and Rev. Dr. Hazelwood and Rev. W. J. Smith, field secretaries of the Methodist Social Reform Department. They will start east on Monday and hold mass meetings at Ottawa, Montreal and the large cities as far as Halifax.

Dr. Moore stated to The World that the Dominion government and the provincial cabinets would be flooded with petitions for special restrictive liquor legislation during the war as such petitions were placed in circulation in the Toronto churches, Methodist churches, and hundreds of Methodist departments throughout Canada by the department during the past week.

YOUNG MEN'S CLUB ARGUE CONSCRIPTION

Present British Volunteer System Was Endorsed by Majority of One

Conscription was hotly discussed by the Metropolitan and Danforth Avenue Young Men's Clubs at the Metropolitan Methodist Church.

The Metropolitan declared that conscription had spelled Germany's downfall, and had it not been for it making the military element supreme the Kaiser would never have entered upon what was destined to be the most disastrous war in Germany's history.

The Danforth club claimed that with conscription England would have been fully prepared for the war and would have saved six months time for training recruits.

The splendid results achieved under the British volunteer system were quoted in rebuttal.

Of the 40 members of the two clubs present 20 voted for the volunteer system and 19 for conscription. The chairman did not vote.

SIGNED CHEQUE AS MAYOR OF PORTLAND

Fred W. Read Arrested for Forgery — Tendered Large Cheque at King Edward

Representing himself to be the mayor of Portland, Maine, a man

who gave his name to the police as Fred W. Read, tendered a cheque at the King Edward Hotel, where he was staying, for \$500, on Saturday. The hotel proprietors wired Portland and found out there was plenty of funds and also found out that the mayor was at his home.

Detective Cronin arrested Read Saturday on a charge of forgery. To the police the prisoner stated his wife

was cook for the mayor in question, and that he said he was employed by the mayor. In Montreal he was known as F. Rogers, and on his suitcase there are other names.

START ASSESSING

The city assessors will start their season's work on Monday. The assessment made will be that on which next year's taxes will be based.

BUSINESS BEAMS ALL OVER PLACE

Miss Haswell Says Conditions Are Better Than in States.

SEASON OPENS MONDAY

New Play to Be Given at the Royal Alexandra.

Welcome to theatregoers is the news of the return of Miss Percy Haswell, who with a replenished repertoire and her ever-abundant exuberance and vitality will begin her season's engagement at the Royal Alexandra this week, when she will appear in the tragic and gripping drama, "Trifling With Tomorrow," fresh from the strong pen of Frank Mandel. The play was tried out in San Francisco, where it ran for two weeks, and will get its premier performance in Canada when presented by Miss Haswell on Monday evening.

Toronto's favorite has just closed an eight weeks' engagement in New Orleans, where, despite depressed conditions, which were very apparent, good houses were the rule rather than the exception.

"You don't feel the war here nearly as much as they do in the south," Miss Haswell told The World. "Down there the cotton is lying decaying in the fields and all along the railroads. The farmers had borrowed on their crops before they were grown and before war came. Now there's no call for cotton and no cash and things are really in a very bad state. Here things are so different. Business beams all over this place."

While in the south Miss Haswell gave a benefit for the orphans in a large orphanage where conditions had made the pinch of hard times much harder than usual. A good sum was realized. In this manner Miss Haswell repeated her generous act of last year when she gave the first "benefit" in Canada for the hospital ship fund.

Miss Haswell was in New Orleans during the festive Mardi Gras and too busy to witness the procession, she saw some of the fascinating picture of the carnival ball, to which access for strangers is only procurable thru the medium of some influential citizen.

Very proud is Miss Haswell of her company. She has a wonderful manager to begin with and exceptionally clever men and women for support. Some good singing voices, plays, and a talented and attractive dancer, are other strong features. The accessories have not been neglected and effective stage settings will be used and new and elaborate

costumes and gowns are being brought forth from the depths of the trunks of this talented artist.

Realizing that variety is the spice of life and that we know things only by contrast, Miss Haswell will alternate between light comedy and the heavy roles, in either of which the versatility of her histrionic talent and her exceptional capacity for hard work make her equally capable and interesting.

"The most attractive yet" is the dictum assured by this promising program.

What Does Your Mirror Say to You?

If Your Face is Not Fair You Are Not Fair to Your Face. Use Stuart's Calcium Wafers and Banish Pimples, Etc.

Before beauty can ever be realized it must have a complexion that adds to the lustre, that makes a magnificent face colour radiate in artistic color. The charm of all beauty rests chiefly in the clear skin, the pure red blood, the soft cream-like complexion.



It is an exquisite joy to look in My Mirror Now—Stuart's Calcium Wafers Gave Me Back My Clear Complexion.

Stuart's Calcium Wafers act directly upon the sweat glands of the skin, since their mission is to stimulate the excretory ducts. They do not create perspiration, but cause the skin to breathe out, vigorously, thus transforming perspiration to a gaseous vapor. The calcium sulphide in which these wafers are composed opens the pores of the skin, the sweat glands and pores, hence the blood makes a new, smooth skin in a surprisingly short time.

You will never be ashamed to look at yourself in a mirror, once you use Stuart's Calcium Wafers. Nor will your friends give you that hinting look, as much as to say—for goodness sake, get rid of those pimples.

There is no longer any excuse for anyone to have a face disfigured with skin eruptions, when it is so easy to get rid of them. Simply get a box of Stuart's Calcium Wafers at any drug store and take them according to directions. After a few days you will hardly recognize yourself in the mirror. The change will delight you immensely. All blemishes will disappear.

All druggists sell Stuart's Calcium Wafers at 50 cents a box. A small sample package mailed free by addressing T. A. Stuart Co., 175 Stuart Bldg., Marshall, Mich.

NAPOLÉON

Vigor of Mind and of Body

As Essential for Success in Everyday Life as for Glories on the Battlefield.

Brain power, as well as muscular strength, can only be maintained by a plentiful supply of pure, rich blood to rebuild the cells and tissues wasted by the activities of life, the worries of business or household cares or the devastating effects of disease.

If you have got run down in health, so that you fail to obtain from the food you eat the necessary nourishment for blood and nerves, you can turn to Dr. Chase's Nerve Food with positive assurance that this food cure will help you back to health and vigor.

Neuralgia of the Heart.

Mr. James G. Clark, Posterville, York county, N.B., writes:—"I have been a great sufferer from what the doctors said was neuralgia of the heart. The pain started in the back of the neck and worked down into the region of the heart. Though I had taken a lot of medicine of one kind and another, I could not get anything to help me until I used Dr. Chase's Nerve Food.

"When I began this treatment I could not rest in bed, except by sitting upright, on account of the dreadful pains about the heart and the quick, loud beating. The change which Dr. Chase's Nerve Food has made in my condition is wonderful. It has entirely overcome these symptoms, and is making me strong and well. If this statement will help to relieve the suffering of others, you are at liberty to use it."

Dr. Chase's Nerve Food

The Great Blood and Nerve Restorer.

50 cents a box, 6 for \$2.50, all dealers, or Edmanston, Bates & Co., Limited, Toronto.