

When You Serve Afternoon Tea
Be sure and give your friends
ROWAT'S SPECIAL ORANGE PEKOE TEA
It has a fragrant, full bodied taste that is sure to please.
Try some and be convinced.
90c POUND.

GURD'S GINGER ALE
The Finest Made
\$1.50 DOZEN

ZWIEBACK
Delicately flavoured. Toast. A tempting food for the convalescent.
30c PACKAGE

JUST ARRIVED
FANCY RED EGYPTIAN LENTILS
30c POUND

SWANSDOWN CAKE FLOUR
As light and feathery as its name implies. Try it the next time you bake.
60c PACKAGE

FISH FLAKES
Pure white flakes of fresh Haddock and Cod, blended so as to produce a flavor that is tempting and wholesome.
25c and 40c TIN

T. A. ROWAT & COMPANY
Established 1887.
Grocers. Importers.
250 Dundas St. Phone 3551-3552

ELECTRIC SALE.
Guaranteed Electric Irons \$5.00
Moffatt Hot Plates \$10.00
Majestic Heaters \$10.00
Electric Toaster Stoves \$3.00
Tungsten Lamps at Special Prices.
ARCHER ELECTRIC.
221 Dundas Street. ZKV

14K SOLID GOLD Bracelet Watches
Fine 15-Jewel Movement.
Half-Price Sale, \$17.50
A. GREEN JEWELER.
374 Richmond Street. ZKV

You can't make a mistake when you buy Edison Mazda Lamps.
J. H. POLLOCK
257 Clarence St. Phone 525W. ZKV

COAL
GOOD ANTHRACITE PEA \$12.00
REDWING KY. \$12.50
CANNEL \$12.50
Phone 1315.
Martin Lyons Fuel Co.
711 YORK STREET. ZKV

The Barnard Sale
Offers many specials for the balance of the week. You will do well to anticipate your "right needs" now and procure fine jewelry store merchandise at a remarkable saving.
The discounts range from 20 to 50 per cent—REAL DISCOUNTS, mind you, from fair selling prices—selling prices based on costs that only forty years careful buying has been able to procure.
EXTRA SPECIALS.
Fine solid 14K Gold-Pointed Self-Filling Fountain Pens, fitted with patent safety pocket clips, and made by the famous makers of "Swan."
\$1.75
(By mail, 10c extra.)
Barnard's
Diamonds and Jewelry.
399 Richmond Street. ZKV

Quality
Is a feature of our ladies' apparel. We insist on quality in workmanship, materials and everything that enters into the making and marketing of the garment from the factory to you. Our prices are reasonable though!

FISHBEIN'S
READY TO WEAR.
254 Dundas Street. V

LADIES' HIGH TOP SHOES
On Sale at Extraordinary Low Prices. Other Bargains in Men's Shoes.
SAMUELS' SHOE STORE
Open Evenings.
250 Dundas Street. JV 6977W. ZKV

\$240,000 BLAZE AT OWEN SOUND

Flames Wipe Out 3-Story Building Known As Kilburn Block.

TENANTS FLEE TO SAFETY

Cripple Carried From Top Floor by Comrades Who Smash Down Doors.

OWEN SOUND, Feb. 16.—Owen Sound tonight suffered the worst fire that has visited the city in years, when the big 3-story building on Second avenue, known as the Kilburn Block, was wiped out, the estimated loss being \$240,000.

The bulk of the damage was inflicted on the stock of W. T. Harris & Co., wholesale grocers, who occupied the entire ground floor of the building and a section of the upper floors, the stock loss being placed roughly at \$200,000, while the building loss will be more than \$40,000.

The structure was owned by George Kilburn and W. E. Kilburn, barristers, who had offices in the building, and who lost all their

\$15,000 PANT SALE

From the Tolton Mfg. Co., at manufacturer's prices, FREE, a pair of 50c guaranteed Braces with every pair of pants when asked for.

\$2.75 value for	\$1.95
\$3.75 value for	\$2.50
\$4.50 value for	\$2.95
\$5.50 value for	\$3.95
\$7.50 value for	\$4.95
\$9.00 value for	\$5.95
\$10.50 value for	\$6.95
\$11.50 value for	\$7.95

Sample Hats

20 dozen Sample Fur Felt Hats, latest styles. Value \$5.50, for \$2.95

200 dozen Overalls on sale. You save 25c on every pair bought here.

100 dozen Overalls, \$2.50 value, for \$1.95

10 dozen Fine Shirts, all sizes, 14 to 16½. Values up to \$3.25, for \$1.95

65 dozen Socks, 65c value, 3 pairs for \$1.00

15 dozen All-Flannel Coat Shirts, grey, with reversible collar; sizes 14 to 16½. Regular \$5.00 value, for \$2.25

Choice of any Winter Cap, with sanitary band. Values \$1.95 up to \$4.00, for \$1.95

Neckwear—Including Knitted Ties. Values up to \$1.50, for 75c, or 2 for \$1.00

WEGNER Clothing Co.

FAMOUS FOR THEIR LITTLE PRICES

Main Entrance, 371 Talbot St., opp. Market, London.

Store Open Evenings.

LONDON OPTICAL

HAVE YOUR EYES EXAMINED.
Domination Savings Building, Richmond Street. Phone 6180. ZKV

20% off all Stock

Wray's Jewelry, Ltd.
234 Dundas Street.

BROWN OPTICAL COMPANY, LONDON.

EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST
223 DUNDAS ST. Phone 1877 ZKV

TAKES PLACE OF 'LIBERTY LEAGUE'

"Moderation League of Ontario" Obtains Provincial Charter.

TORONTO, Feb. 16.—A new association has grown out of the Citizens' Liberty League, it being known as the "Moderation League of Ontario," and it has obtained a provincial charter, with power to form branches throughout Ontario.

The incorporators of the Moderation League were formerly the provincial committee of the Citizens' Liberty League, headed by I. F. Hellmuth, K.C., former president of the Liberty League, and are as follows: I. F. Hellmuth, K.C.; F. G. Osler, R. J. Christie, C. F. Paul, W. A. Watts, T. L. Monahan and Cyril D. Boyce.

Nine persons were tenants of the upper floors, but all made their escape.

One of them, Hugh McDonald, a cripple, on the top floor, was carried out by two fellow-tenants, who had to smash their way through two doors to safety.

FEBRUARY SPECIALS

Solid Copper Boilers, reg. \$5.50, at \$3.50

Two-Way Plugs, special, each 39c

Lanterns, reg. \$1.50, at, each 98c

Carborundum Files, reg. \$1.25, at 63c

Electric Irons, Canadian Beauty, reg. \$7.50, at \$5.00

Superior Electric Irons, reg. \$6.50, at \$4.50

Rope Mops, to clear at, each 25c

Blue and White Granite Ware Sale Still Going On

Teapots, reg. \$1.50, at 98c

Saucepans, reg. 60c, at 37c

Preserving Kettles, reg. \$1.00, at 66c

Preserving Kettles, reg. \$1.75, at \$1.07

THE PURDOM HARDWARE

124 DUNDAS ST. "QUALITY AND SERVICE." PHONES 2800-2801.

BRITAIN WILLING TO HONOR LARKIN

LONDON, Feb. 16.—(Canadian Press Cable).—Apropos of speculation on the possibility of Peter C. Larkin, the new Canadian high commissioner, receiving a title, it has been learned from an authoritative source that such an honor will readily be extended if the Canadian government decides to recommend Mr. Larkin for such a distinction.

The initiative would rest with Canada, it is pointed out, for nobody here would attempt to controvert the declared wishes of the Dominion as represented in the resolution adopted in the Canadian House of Commons regarding the conferment of titular distinctions.

They have resigned from the Citizens' Liberty League and started the new league because, as they state, "for some time it has been apparent that the aims of those in charge of the Toronto branch of the Citizens' Liberty League were not in accord with the provincial committee, and therefore it was thought best to incorporate an entirely new organization, founded on proper ethical and business lines."

The Moderation League states that it has in its possession a petition signed by nearly 250,000 voters, urging government control of liquor, and this will be presented to Premier Drury for action thereon.

The petition was circulated by the former provincial committee of the Citizens' Liberty League, that is, the directors of the new body.

ECZEMA

ment for Eczema and Skin Irritations. It relieves at once and gradually heals the skin. Sample box Dr. Chase's Ointment free if you mention this paper and send 2c stamp for postage. See a Limited, Toronto

TO BOOST AUTO INSURANCE RATE

MONTREAL, Feb. 16.—As a result of extraordinary losses experienced by insurance companies in this city last year, automobile insurance rates will be advanced one-third, March 1. For their protection a flat percentage rate will be charged on the same rate which is now charged for new cars, this rate to apply notwithstanding the age of the car.

Cinnaform

If you have a sore, irritated throat, or a persistent cough you will find immediate relief in CINNAFORM PASTILLES—they dissolve like candy in your mouth, and destroy the infectious germs which are constantly settling in your throat. Cinnamon flavor. Excellent also as a preventative for Colds, Quinsy or Tonsillitis. Sold Everywhere. 50c a Bottle. Smaller Size, 25c. NATIONAL DRUG & CHEMICAL CO. OF CANADA, LIMITED

ANNUAL FEBRUARY HARDWARE SALE

"WEAR-EVER" Sale and Demonstration

Now Going On. Come In and Bring Your Friends.

FEBRUARY SPECIALS

Old English Floor Wax, at, lb. 63c

Job lot of Clocks, at, each 49c

Tungsten Lamps, reg. 55c, at, each 39c

Spring and Hockey Skates, reg. \$1.75, at, pair 98c

Big Ben Clocks, reg. \$5.00, at, each \$3.98

English Carvers at Half Price.

Aluminum Teapots, reg. \$3.50, at \$1.98

Wear-Ever Saucepans, reg. \$1.45, at 98c

Wear-Ever Saucepans, with cover, reg. \$1.95, at, each \$1.39

Coffee-pots, reg. \$1.50, at 98c

Teakettles, reg. \$2.00, at \$1.27

Chamber Pails, reg. \$3.00, at \$1.89

Chamber Pails, reg. \$3.25, at \$2.13

AND HUNDREDS OF OTHER SPECIALS NOT LISTED.

THE PURDOM HARDWARE

124 DUNDAS ST. "QUALITY AND SERVICE." PHONES 2800-2801.

The Biggest Sale of All Sales

The People's Shoe Store, 131 Dundas Street, and 12 Market Square, have sold their business, and before the successor takes possession \$20,000 of our stock must be cleared. Here is your chance to buy boots and shoes of every description at staggering reductions in what is without doubt THE GREATEST PRICE-SMASHING SALE this city has ever known.

The reductions may seem too good to be true, but come and you will see that they are exactly as we are representing them.

SALE BEGINS SATURDAY MORNING
And Will Continue for 30 Days Only

JUMP QUICKLY, MEN!

For this bargain, a big lot of Men's Shoes to go Saturday morning at the ridiculous low price of a pair \$1.48

Lot No. 2. To clear \$2.48

Men's Black Oxfords, with Neolin soles and rubber heels, recede toes. Values \$5.50. To go at \$3.69

Men's Brown Oxfords, welted soles, recede toes or Blucher. Values \$6.00, for \$4.39

Men's Brown Shoes, welted shoes, solid leather throughout. Values up to \$7.50, for \$4.98

Celebrated Slater Shoes for Men, in black only, recede toes and Blucher styles, up to \$10. Go on sale for \$5.98 (1 pair to customer only.)

Men's Tan Grain Work Shoes. Be sure and get a pair at this low price \$3.29

Boys' and Youths' Shoes. A big lot to clear at \$1.98

Another big lot to go \$2.48

Be sure and see them.

Men's Red Felt Cosy Slippers, chrome leather soles and rubber heels. \$2.25 values. To go at \$1.29

Ladies' Brown Calf Oxfords, military heels. A big snap at \$3.95

Hurry, Ladies, for this big bargain. About 50 pairs of High-Laced, Gun Metal Shoes, all sizes. \$6.00 values. To go \$2.98

Ladies' Black Kid Pumps, Louis heels. A snappy pump for evening wear. They go Saturday at \$2.69

Classic Brown Calf and Black Kid Oxfords, welted soles, medium heels. Regular \$6.50, for \$4.99

Misses' High-Laced Black Calf Shoes. A splendid school shoe, at \$3.48

Bargains for the kiddies. About 75 pairs of Laced and Button Styles. Values \$2.25. To clear at, a pair 98c

Ladies' Laced Oxfords and Kid Leather Slippers, with elastic fronts. These are exceptionally good values, \$1.69

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DIAMONDS AT HALF PRICE

\$25.00 Ladies' Onyx Rings, with diamond center \$12.50

\$28.00 Ladies' Onyx Rings, with diamond center \$14.00

\$30.00 Ladies' Onyx Rings, with diamond center \$15.00

\$50.00 White Gold Barpin, with diamond center \$25.00

\$60.00 Barpin, set with two pearls, one diamond \$30.00

\$75.00 Barpin, set with one diamond \$37.50

\$75.00 Brooch, two emeralds, one diamond \$37.50

\$90.00 Barpin, set with one diamond, four pearls \$45.00

\$90.00 Bar, one diamond, two pearls. \$45.00

\$30.00 Tiepin, one diamond and pearl \$15.00

\$25.00 Tiepin, one diamond \$12.50

\$800.00 Diamond Lavalier, with pearl cluster center \$400.00

\$85.00 Pendant, set with three pearls and onyx drop, with diamond center \$42.50

\$85.00 Pendant, set with two diamonds \$42.50

\$80.00 Pendant, set with one pearl, onyx drop, with two diamonds \$40.00

\$60.00 Gent's Onyx Ring, with diamond center \$30.00

\$75.00 Lady's Fancy Dinner Ring \$37.50

\$75.00 Lady's Fancy Ring, with diamond center \$37.50

\$100.00 Lady's Fancy Ring, with diamond center \$50.00

\$140.00 Gent's Flat Belcher Ring \$70.00

\$200.00 Lady's Cluster Ring, with ruby center \$100.00

\$200.00 Lady's Cluster Ring, with sapphire center \$100.00

\$200.00 Lady's Three-Stone Ring \$100.00

\$200.00 Lady's Fancy Ring, platinum, set with nine diamonds \$100.00

\$250.00 Lady's Tiffany Ring \$125.00

\$300.00 Lady's Cluster Ring, with emerald center \$150.00

\$600.00 Gent's Round Belcher Ring \$300.00

\$500.00 Lady's Three-Stone Ring, fancy setting \$250.00

WATCHES AT HALF PRICE

\$30 Lady's Gold-Filled Wrist Watch \$15.00

\$35 Lady's Gold-Filled Wrist Watch \$17.50

\$35.00 Lady's Gold-Filled Octagon Wrist Watch \$17.50

\$40 Lady's Gold-Filled Wrist Watch \$20.00

\$45.00 Lady's Gold-Filled Wrist Watch, square, engraved \$22.50

\$60.00 Lady's Gold-Filled Wrist Watch, square, engraved \$30.00

\$14.00 Gent's Watch, in nickel case \$7.00

\$32.00 Gent's Watch, Swiss movement, in gold-filled case \$16.00

\$35.00 Gent's Watch, Elgin, in gold-filled case \$17.50

\$40.00 Gent's Watch, Commercial Standard, 17-jewel movement, in Fortune case \$20.00

\$40.00 Gent's Watch, 15-jewel Waltham movement, in gold-filled Fortune case \$20.00

\$45.00 Gent's Watch, 17-jewel Commercial Standard movement, in Duober case \$22.50

\$50.00 Longines movement, in gold-filled case \$25.00

\$195.00 Longines, 17-jewel movement, thin model, in 14k gold case \$97.50

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C. H. WARD & CO.

Diamond Merchants, Jewelers and Opticians.
386 RICHMOND STREET. PHONE 1084.

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\$250.00 Lady's Tiffany Ring \$125.00

\$300.00 Lady's Cluster Ring, with emerald center \$150.00

\$600.00 Gent's Round Belcher Ring \$300.00

\$500.00 Lady's Three-Stone Ring, fancy setting \$250.00

SILVER PLATE AT HALF PRICE

\$120.00 Four-piece Silver Tea Service \$60.00

\$85.00 Three-piece Silver Tea Service \$42.50

\$54.00 Oval Sheffield Plate Tray, hand-engraved and pierced \$27.00

\$33.50 Square Pierced Silver Casserole, with pyrex lining \$16.75

\$32.00 Oval Entree Dish \$16.00

\$30.00 Round Sheffield Tray, hand-engraved \$15.00

\$28.00 Pierced Silver Casserole, with white lining \$14.00

\$25.00 Square Entree Dish \$12.50

\$23.00 Pearl Handle Three-piece Carving Set \$11.50

\$12.00 Pierced Silver Bonbon Basket \$6.00

\$11.50 Pierced Silver Compot, with handle \$5.75

\$9.00 Sugar Shaker \$4.50

\$9.00 Baby's Pap Bowl and Plate \$4.50

\$8.50 Pierced Silver Compot \$4.25

\$8.00 Small Size Gravy Boat \$4.00

\$7.50 Butter Dish \$3.75

\$6.00 Small Cream and Sugar \$3.00

\$4.50 Baby's Silver-Plated Cup \$2.25

\$1.60 Silver Tea Ball 80c

\$1.50 Silver Tea Strainers 75c

IVORY AND EBONY AT HALF PRICE

\$3.50 Ebony Clothesbrush \$1.75

\$3.50 Ebony Clothesbrush, natural finish \$1.75

\$6.00 Ebony Military Brushes, pair \$3.00

\$10.00 Ebony Military Brushes, pair \$5.00

60c Ivory Pin Tray 30c

\$1.00 Ivory Hairpin Box 50c

\$1.25 Salve or Cold Cream Jar 65c

\$2.75 Salve or Cold Cream Jar \$1.40

\$2.75 Ivory Jewel Case \$1.40

\$2.25 Talcum Holder \$1.15

\$2.00 Perfume Bottle \$1.00

\$1.50 Perfume Bottle 75c

\$3.75 Perfume Bottle \$1.90

\$8.00 Ivory Jewel Case \$4.00

\$8.00 Manicure Set, in case \$4.00

\$12.50 Ivory Glove Box \$6.25

\$12.50 Ivory Handkerchief Box \$6.25

\$6.00 Ivory Hairbrushes \$3.00

\$12.00 Ivory Hairbrushes \$6.00

\$7.50 Ivory Brush and Comb Tray \$3.75

\$10.00 Ivory Brush and Comb Tray \$5.00

\$16.00 Ivory Oval Mirror, with long handle \$8.00

\$10.00 Ivory Clock \$5.00

\$10.50 Ivory Clock \$5.25

\$18.00 Ivory Clock \$9.00

\$12.50 Whisk, with ivory top 65c

\$42.00 Large Ivory Manicure Set, 13 pieces, in case \$21.00

\$4.00 Ivory Buffers \$2.00

\$4.50 Ivory Buffers \$2.25

\$75.00 Comb, Brush and Mirror Set, inlaid with blue and gold \$37.50

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