

\$75,000 Worth of High-Class Merchandise at 20 Per Cent to 50 Per Cent Discount at the

BIG ANNUAL JEWELRY SALE!

Every article displayed in our north window and on bargain tables on Main Floor and Basement at just half regular prices.

Extra Special for Saturday. ON SALE AT 8 O'CLOCK.

5 only, \$2.00 Watches for, each \$1.00
5 only, \$1.50 Alarm Clocks, each \$1.00
A table of Cups and Saucers in the basement at half regular price. No telephone or mail orders accepted for these specials.

DIAMONDS At Half Price

GUARANTEE—Money refunded on all Half-Price Diamonds within one year of date of purchase, or will exchange in goods for purchase price at any time.

\$75.00 Fancy Dinner Ring, mounted in 18k white solid gold, 7 diamonds. \$37.50
\$200.00 Solid Platinum Dinner Ring Set, with 9 diamonds \$100.00
\$85.00 Lady's Fancy Basket Ring, in 18k solid white gold \$42.50
\$60.00 Lady's Fancy 3-Stone Ring, 2 diamonds and 1 sapphire \$30.00
\$60.00 Lady's Fancy 3-Stone Ring, 2 diamonds, 1 pearl \$30.00
\$60.00 Lady's Fancy 3-Stone Ring, 2 diamonds, 1 ruby \$30.00
\$60.00 Lady's Tiffany Set \$30.00
\$60.00 Lady's Fancy Ring, 18k solid white gold, Tiffany set \$30.00
\$50.00 Lady's 3-Stone Ring, 2 sapphires, 1 diamond \$25.00
\$50.00 Gent's Round Belcher Ring \$25.00
\$75.00 Gent's Onyx Set Ring, with diamond center \$37.50
\$8.00 Child's Claw Set Ring \$4.00
\$60.00 Lady's Fancy Ring, ruby, with 8 diamonds on side \$30.00
\$200.00 Lady's Fancy, 18k Solid White Gold, Tiffany Ring, perfect blue white diamond \$100.00
\$200.00 Lady's Plain Tiffany Ring \$100.00
\$225.00 Lady's Fancy, green, 14k solid gold setting, perfect blue white diamond \$112.50
\$300.00 Cluster Ring, 10 diamonds, genuine emerald center \$150.00

WATCHES AT HALF PRICE

\$8.00 Lady's Gold-Plated Wrist Watch \$4.00
\$9.00 Lady's Gold-Plated Octagon Wrist Watch \$4.50
\$9.00 Lady's Gold-Plated Wrist Watch, luminous hands and dial \$4.50
\$18.00 Lady's Sterling Silver Wrist Watch, 15-jewel, lever movement with luminous hands and dial \$9.00
\$22.00 Lady's Gold-Filled Wrist Watch, 15-jewel, luminous hand and dial \$11.00
\$22.00 Lady's Gold-Filled Wrist Watch, luminous hands and dial, with leather strap \$11.00
\$50.00 Lady's 14k Solid Gold Wrist Watch, ribbon bracelet \$25.00
\$60.00 Lady's 14k Solid Gold Wrist Watch, with gold bracelet \$30.00
\$65.00 Lady's 14k Solid Gold Wrist Watch, engraved bezel, ribbon bracelet \$32.50
\$60.00, 1 only, Gent's 12-size, 17-jewel commercial standard movement, hectagon, green gold-filled case \$30.00

Fancy Stone Set Rings at Half Price

1 tray \$3.50 10k Solid Gold Rings, set with amethyst, opal, sapphire, topaz, pink cameo, emerald and aquamarine \$1.75
\$5.00 3-Stone Pearl, 14k solid gold \$2.50
\$5.00 14k Solid Gold Ring, single pearl \$2.50
\$9.00 14k Solid Gold Ring, 5 pearls \$4.50
\$9.00 14k Solid Gold Ring, 5 pearls \$4.50

Eyeglasses and Spectacles.

Regular \$8.50, shell rims, round, toric lenses, including examination and case, only \$4.50
20 Per Cent Off All Other Optical Goods.

MAIL ORDERS—Out-of-town customers should send express or postoffice money order with their orders.

C. H. WARD & CO.

Diamond Merchants, Jewelers, Opticians,
386 Richmond Street Phone 1084
Store Hours: 8 a.m. to 6 p.m. Saturdays, 7 p.m.

Bitter Oranges

Choice Selected Marmalade Oranges
60c Dozen
A Limited Supply. Order Early.

BITTER ORANGE PULP

Ready Sliced Seville Oranges in hermetically sealed tins. No peeling or soaking required.
\$1.25 Tin
(Each tin makes 12 to 15 pounds of marmalade.)

WHEATENA

A breakfast food containing all the health-giving elements of the wheat.
40c Package

ZWIEBACK

Delicately flavored toast. A tempting food for the convalescent.
30c Package

WESSON OIL

A pure vegetable oil for shortening, frying and making salad dressing.
50c Tin

BONED HADDIES

Cured from Selected Fish.
25c Pound

T. A. ROWAT & Company

Established 1887.
Grocers — Importers
250 Dundas St. Phone 3051-3082.

We have Trusses to fit all needs. Our fitters are experts. \$1.50 to \$10.00. ANDERSON & NELLES, 255 Dundas St.

Wray's Jewelry LIMITED.

have the stock of Jewelry and Photographs at prices to suit all purchasers.
234 Dundas St., London, Ont.

EYES-
are one's greatest possession. But when they become defective and the use of them brings on headaches, etc. it is high time to realize that your particular pair of eyes need the aid of a pair of our perfect glasses. Have your eyes examined by the specialists of
BROWN OPTICAL CO.
223 Dundas St., London, Phone 1877. Established 26 years.
Branches Windsor Hamilton Montreal

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223 Dundas St., London, Phone 1877. Established 26 years.
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Taylor's Throat and Lung Balm

has been the favorite household remedy for cough, colds and all bronchial affections. Since merit alone has made this medicine the standard cough remedy for over 50 years.
25c, 50c and \$1.20
Manufactured and Sold Only At
TAYLOR'S Drug Store
New Address
380 RICHMOND STREET,
Half Block South of Dundas.
Phone 594 for Trial Bottle etc.

LONDON OPTICAL CO.

SAVE YOUR EYES EXAMINED.
A. M. CAMBER, OPTOMETRIST.
Dominion Savings Building, Richmond Street, Phone 6189.

Smithing COAL

Prompt delivery to all parts of the city

Orchard's

45 York St. Phone 384.

IMPORTANT ANNOUNCEMENTS FOR SATURDAY SHOPPERS



As the spring stocks are rapidly coming in and crowding for space, it is quite natural that any sale left over stand out in the spotlight. This Saturday appears to be about the best opportunity to bring such to your attention. Merchandise representing almost every section of the store appears—excellent merchandise, limited, necessarily, through the lateness of the season, but featuring values remarkable in every instance. Because of limited stocks, we emphatically advise our patrons to take early advantage of the season's end clearance tomorrow, many of which will not be listed here.

Special Purchase of Silks on Sale Tomorrow Half Price. The New Bandanna and Oriental Patterns, \$1.48 Yard.

SEE WINDOW DISPLAY TODAY.

This is an unusual offer for 9 a.m. buyers. The newest of Fancy Silks at half price. Bandanna and Oriental designs, such as are required for jacquettes, overblouses, waists, kimonos, and used in combination with a plain silk in the new spring dress. All are printed in two-color combinations such as kashan blue and black, navy and black, flame and black, American Beauty and black, also black and white. The lot from French manufacturer came our way at half price. All are 30 inches wide. 9 a.m. Saturday \$1.48 yard

Silk Poiret in Plain Colors, \$2.25 Yard

A new silk for spring in rich dull finish. All Silk Poiret Twill, 46 inches wide. A fashionable Silk and recommended for wear. Many prefer it to the Canton weave. Here are the colors: pigeon gray, new almond green, Hindu brown, mid and dark navy. As the quantities in some of the colors are limited, it will be necessary to be here early. Purchased at half price. On sale at half price \$2.25 yard

At Candy Counter

100 lbs. Cowan's Maple Buds and Medallions 43c lb.
Chocolate Bars 6 for 25c
"Oh Henry" Bars 3 for 25c

Six Big Specials Saturday in Basement

Sunlight Soap 15 for \$1.00
Panshine, Can 10c
Rins 3 for 25c
Lux 10c
Satisfactory Toilet Paper 5 for 45c
Sani-Crepe Toilet Paper 13 for 49c

Horrockses Hemstitched Slips

96 pairs only. Horrockses' Best Quality Hemstitched Slips, made of a real good serviceable circular cotton. Fine, even weave, with a high-grade laundered finish. This is one of the best slips on the market, and we can recommend them for satisfactory wear and service. You will find them to launder and retain their fresh, clean appearance that adds so much to the well-made bed. Sizes 42 in. and 46 in. Special for Saturday, pair \$1.98

Standard Nurse Cloth

Here is a splendid cloth for House Dresses, Aprons, Boy Blouses, Rompers, etc. Choice of nice range of stripes on cadet and navy grounds, also plain navy and cadet. A good quality nurse cloth that will give satisfaction for wear. 28 in. wide. Yard 25c

White Flannelette

A real good quality in a wide Flannelette, free from filling and with a soft, cosy finish, specially suitable for nightwear, woven with a firm body. You will find this number will give you every satisfaction for laundering and wear. 36 in. wide. Yard 25c

CUT FLOWERS

Cut from Dennison's Crepe Paper.
Red Tulips for Valentine Decorations. Each 10c
Daffodils, dainty and springlike 3 for 25c
They Look as Real as Life.
Fourth Floor.

Final Clearance of Men's Hand-Tailored Suits, \$34.50

Selected from regular stock, in models for men and young men—suits that represent the utmost in hand-tailored clothes. The cloths are of fine, imported West of England tweeds, two and three button styles, single and double breasted, light and medium grays, dark mixtures, overchecks, Glen-Urquards. These are unusually good values, in High-Grade Clothing; all sizes. Special \$34.50



Boys' Suits, \$9.95

Sturdy Wool Tweed Suits for boys, in smart new models. Suits that will give long satisfactory wear; fabrics of strong tweed; each suit reinforced at points of hardest wear. All sizes \$9.95

Boys' Overcoats, \$6.95

Small boys' Overcoats, smart styles, in fleecy warm materials. Grouped for clearance \$6.95

Heavy Ribbed Socks, 19c Pair

For outdoor men, heavy Ribbed Wool Socks, gray shade. Very special, per pair 19c

Ribbed Socks for "Brogue" Shoes, 49c

All Wool Ribbed Brogues, made in England and of fine quality yarn, in heather shades. All sizes. Special 49c

Neckwear, Just Arrived, \$1.25

New designs in Knitted Neckwear, conservative patterns. Firmly woven to insure long wear. Price \$1.25

Bandanna Silk Scarfs, \$1.75

In bright colorful designs; good large size. These are very popular just now.

Men's Sweater Coats

Heavy Knit Sweater Coats for men, in dark gray and heather. All wool. Special \$2.98

Men's Overcoats, \$19.95 to \$29.50

Two groups of Men's and Young Men's Overcoats, in ulsters and ulsterettes; great warm coats with large convertible collars. Some plaid back, others full lined. Splendid Overcoat values for men who would economize on this year's Overcoat. \$19.95 and \$29.50
Sale prices \$19.95 and \$29.50

New Caps, \$1.75 and \$2.25

Smart new Caps, in correct shapes; light refreshing colors and mixtures for spring, and very moderate in price \$1.75, \$2.25

The New "Stetson" Hats for Spring, \$8.

They combine the latest developments of style, with a sturdy strength of material that will surpass the average length of life of a Hat. See these tomorrow.

Men's Combinations, \$2.95 Suit

Grouped from regular stock: good weight Winter Combinations, all wool and wool and cotton mixtures; not all sizes in each, but all sizes in the lot. Special \$2.95

Men's Shirts, \$1.69

Men's Shirts in neat patterns; soft double cuffs; Arrow and W. G. & R. make. Good quality Shirts that will give satisfactory wear. Special \$1.69

SMALLMAN & INGRAM LIMITED

Fur Coats Still Further Reduced

1 only French Seal Coat, all seal, belted, outside pockets, size 38. Special \$98.00
1 only Brushed Coon Coat, size 38. Special \$49.00
1 only French Seal, collar and cuffs of light fitch. Special \$139
2 only Hudson Seal Coats, all seal, outside pockets, brocade lining, size 40, length 40. Special \$298.00



SPECIALS IN HOMESPUNS \$1.48

54-Inch Homespun. Extra special. To fully appreciate the value of this particular cloth, you will have to see it. Just a little bargain for you to start the spring trade. The colors are all good and serviceable—lovely blue, brown, sand, and brown and blue mixed (heather); full 54-inch. Only \$1.48 yard

\$1.98

54-Inch Homespun—A beautiful range of lovely Homespuns, in checks and plain weave to match, something entirely new, not loud pattern check, but very smart for spring wear. One-half-inch check, light colorings which will be greatly worn this coming season. Fawns, grays and blues, checks and plain, match lovely. To open the season will offer these lines at a special price. Full 54-inch. \$1.98 yard

TOILET SOAPS

Vinolia Castile, Bar 19c
Cuticura Soap, Cake 25c
Colgate's Cashmere Bouquet, Large cake 25c
Small cake 10c
Lifebuoy 3 for 25c
Vinolia Perfumed Soap, 3 in box for 35c
Infant's Delight 3 for 25c

