



SAVE YOUR EYES EXAMINED.
A. M. CAMBER, OPTOMETRIST.
Dominion Savings Building, Richmond
Street, Phone 6180. 2ND FLOOR

Wray's Jewelry

LIMITED.
Have the stock of Jewelry and Phonographs at prices to suit all purchasers.
254 Dundas St., London, Ont.



DIAMONDS

A Diamond for a Gift. Beautiful Blue White Diamonds set in Platinum, White, Green and Yellow gold.

Rings from \$25 to \$1,250.

C. H. Ward & Co.

Diamond Merchants, Jewelers and Opticians.
286 Richmond St. Phone 1084

TIES JUMPING RECORD.
Regina, Sask., Jan. 25. — Clearing eleven barrels in an exhibition here last night Walter P. Everett, of this city, tied the Canadian indoor barrel jumping record, held by Phil Taylor, formerly of Saskatoon.

Smithing COAL

Prompt delivery to all parts of the city

Orchard's

45 York St. Phone 384

CLEARING SALE OF COATS and DRESSES

The Ladies of London and District Are To Be Offered
ON SATURDAY

the very latest and choicest of exclusive garments now in the trade.

This merchandise is entirely the product of our own factory, and bears our label, which stands as a guarantee for quality, style and workmanship.

There is no concealing the fact that an increased sale has not been realized this season, and as our motto is ever forward, we made preparations for a largely-increased output, and consequently we have an overplus of stock

Which Must Be Sold Regardless of Cost

Lot of 15 High-Class Coats

Panelaine and Normandy Bolivia Coats, fur trimmed, with furs, such as beaver, Isabella raccoon, wolf and opossum; beautifully embroidered, and also plain models are included in this group. The colors are brown, beaver, midnight and twilight blue.

Regular \$79.00.	
Clearing at	\$56.00
Regular \$99.00.	
Clearing at	\$69.00
Regular \$103.00.	
Clearing at	\$69.95

Burberry Style Coats

This garment, bearing our All-Weather Utility Coat Label, has completely won the confidence of ladies desiring comfort and durability. A large range will be offered on Saturday.

Regular \$45.00.	
Clearing at	\$28.75
Regular \$35.00.	
Clearing at	\$21.95
Regular \$28.00.	
Clearing at	\$18.75

Lot of 25 Dresses

This group comprises dresses in all-silk canton crepes, ribbon-trimmed crepe meters with draped skirts; crepe satin combinations, hand beaded; embroidered taffetas and beaded taffetas; brocade canton and satin combinations; some models are embroidered and other ribbon trimmed, with draped girdles and flowing panels faced with combination colorings. The colors are black, light navy, dark navy, and combinations of henna and navy, navy and gray and black and white. Sizes 16 to 44. Regular \$28.50 to \$48.50. On Sale **\$19 to \$23**

Lot of 12 Dresses

This group consists of 12 high-class Dresses, exclusive styles, in tricotone poret twill and serge; in navy, black, beaver, dark brown and nut brown. These models are beaded, embroidered and trimmed with applique all-silk duvetyne trimming. They are picked from our regular stock, and of the very latest in style and materials, but owing to being overstocked, these are to be sacrificed on Saturday at from

\$9.95 to \$17.95
These Dresses regularly sold at from \$18 to \$28.

Lot of 14 Dresses

This group comprises Dresses in jersey cloth and homespun; made in the very latest styles, trimmed with buttons and

braided. The colors are taupe, tan, blue and gray heather mixtures. Regular \$16. Clearing on Saturday at **\$9.95**

Blouses

Crepe de chine, georgette and tricolette Blouses and Overblouses, with round and V-necks and short, ¾ and long sleeves. These are made in smock, tie-back and hip-band effects; beaded, lace trimmed and embroidered. Colors navy, sand, rose, tan, honey dew, maize, flesh and black. Regular \$8, \$9.75, \$10.50 and \$14. To clear at **\$5.98**

Gloves

Chamoisette Gloves. Regular \$1.25, for **75c**
Gauntlet Suede Gloves. Regular \$3.00, for **\$2.50**

Hosiery

All-wool, ribbed and plain Hose. Regular \$1.25 and \$1.50. To clear at **98c**
Clocked Hose, in fine wool, in heather shades. Price **\$1.75**
Silk and wool Hose, in brown, black, blue and tan. Price **\$1.85 and \$2.25**

Woolen Spencers

Woolen Spencers, in black, rose, white and lavender. Regular \$2.00, for **\$1.49**

ROSS' LIMITED

PHONE 1319.

MANUFACTURERS.

196 DUNDAS STREET.

A Hint of Coming Spring In Millinery Section



Just in, New Midseason Hats that bring a hint of coming spring. Zestful affairs, these springlike models in the new haircloth and slipper satin! They hint of spring, these clever fabrics, intriguing colors—trimmings that dare many new devices. Smart little shapes, in poke, tricorn or close-fitting turbans. Gay bunches of multi-colored fruit and flowers, touches of Paisley cloth or embroidery with odd appliqued ornaments, and veil pins add a new note in trimming. Colors black, navy, nigger, muffin and new green. We cordially invite you to see these advance spring models just arrived here. A very unusual group, featuring hats priced from \$7.50 to \$15.00.

Ladies' Fur Coats

One-Quarter To About One-Third Off Saturday

Fortunate will be the woman who will be able to participate in this sale of these beautifully fashioned Electric Seal Coats. There are models that are made entirely of seal, others trimmed with contrasting furs, beaver or sable, and the linings are unusually beautiful.

Four only Coats—three Sable and one Beaver-trimmed—first quality skins (Chapella dyed), lined with brocade silks, belted, outside pockets and deep shawl collars; all one price, about one-third off **\$159.00**

One only Electric Seal, size 36 (all seal). Sale price **\$107.50**

One only Electric Seal, size 40 (all seal). Sale price **\$116.25**

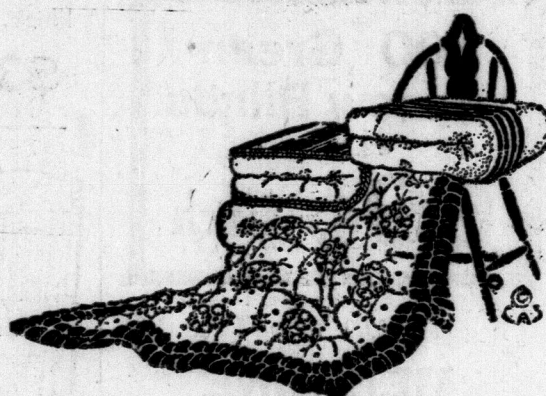


AFTERNOON TEA
SPECIAL
SATURDAY.
ORCHESTRA.
3:30 to 5:30.
Restaurant,
Fourth Floor.

A Spring Touch for the Home

DAFFODILS, 3 FOR 25c. COSMOS, 4 FOR 25c.

You'd think these were fresh picked from the greenhouse. They are not; they are made in our French Gift Department, and they look so real in the home or your car (they won't freeze). See them.—Fourth Floor.



Special Sale Cosy Blanket Comfortables, Large Size. Sale Price \$5.95 Each

SEE DUNDAS ST. WINDOW. ON SALE SATURDAY
45 only, Cosy Blanket Comfortables, used in place of comforters, easily laundered, a very soft blanket finish, in attractive shades of Pink, Blue, Tan, Gray or Green, some with contrasting colors in suitable designs. These comfortables are also excellent for bath robes or dressing gowns. We ask you to note the size, 72 x 84 inches, which is larger than comforters. Do not fail to secure one or two of these on Saturday. Sale price, each **\$5.95**

January Clearance Sale Down-Filled Comforters, \$7.95 Each

SEE DUNDAS ST. WINDOW. ON SALE SATURDAY
14 only, Down Comforters, filled with good quality down. Serviceable coverings with plain satin borders to match. Two sizes, 66 x 72 and 72 x 72 inches, also two in cot size 43 x 60 inches. All to clear Saturday. Sale price, each **\$7.95**

White Crochet Bedspreads. Sale Price \$2.88 Each

50 only, White Crochet Bedspreads, size 76 x 88 inches, in a splendid assortment of designs. A very serviceable and popular bedspread. Sale price, each **\$2.88**

1 Table of Ladies' Pure Wool Tuxedo Sweater Coats

Knitted in fancy stitch, finished at waist with sash. Colors: Harding, Navy, Black and Sand. Sizes 36 to 44. Special Saturday **\$1.98**

Home-Made Toffee Saturday 28c Pound

Have a heart for the little folks and an excuse for the sweet tooth of grown-ups. Candy as pure as this (made in our own candy shop) is a wholesome food as well as a gastronomic delight. 100 pounds Saturday, while they last. **28c pound**

Special Sale of Ladies' Woolen Pullovers, Saturday \$1.98

One table of Ladies' Pure Wool Pullover Sweaters, knitted in plain or fancy stitch, with long sleeves. Some with neat-fitting Peter Pan collars, others finished with fancy stitching, in colors of Orange, Mauve, Bisque, Brown, Sand, Pearl, Harding, Henna, Scarlet and Black. Sizes 36 to 44. Special for Saturday **\$1.98**

FEATHERPROOF TICKING

Here is an opportunity of securing the best quality A. C. A. Ticking, guaranteed featherproof, at an attractive price. Fine, medium and wide stripes in Blue and White to select from. About 300 yards only in stock. 32 in. wide. Yard **49c**

HOSIERY

Quite unprecedented values in Wool and Cashmere Hose are in effect here:

SPECIAL
Ladies' Ribbed Pure Wool Hose, in brown, putty or beaver; seamless, double feet, good shades. Price **85c pair**
Ladies' Heather Fancy Ribbed Pure Wool Hose, winter weight, double soles, good wearing quality. Price **\$1.65 pair**
Ladies' Pure Cashmere Hose, in navy or brown, with fancy clocks; seamless double feet; extra fine quality. **\$1.65 pair**

OUR SPECIAL NO. 300 BRAND.

Children's 1-1 Ribbed Pure Wool Hose, in black, brown or white; double knees and feet, with high spliced heels. Sizes 6½ to 8.
Ladies', in black only, 8½ to 10½. Prices according to size: **\$1.00 to \$1.60 pair**

Men's and Young Men's Suits Greatly Reduced, \$16.95

A group of Men's and Young Men's Suits, selected from regular stock and comprising odd sizes, in broken lines. Light and dark tweeds—fabrics that are found only in high-grade clothing; splendidly tailored; grouped to clear at this very low price **\$16.95**

Clearance Sale of Men's and Young Men's Overcoats, Ulsters and Ulsterettes, \$19.95 and \$29.50

Men's and Young Men's Overcoats in rich fleecy fabrics, imported materials; some plaid back, others full-lined, with heavy wool serge lining. All greatly reduced and selected from regular stock. These are splendid values. Sale prices **\$19.95 and \$29.50**

Boys' Shirts and Drawers, 59c Each

Winter Weight Shirts and Drawers, greatly reduced tomorrow. Each **59c**

Pyjamas, \$2.95

Men's High-Grade Flannellette Pyjamas, neatly trimmed. Grouped for clearance. All sizes. Sale price **\$2.95**

Men's Sweater Coats, \$2.95

All Wool Sweater Coats, with shawl collars. Greatly reduced. All sizes.

Clearance Sale of Men's and Boys' Underwear SHIRTS AND DRAWERS, COMBINATIONS.

Clearing of broken lines from regular stock. Grouped and greatly reduced for quick clearance tomorrow.

Men's Elastic Ribbed Shirts, 59c Each, Less Than Half Price

About five dozen Men's Elastic Ribbed Shirts—Watson's wool and cotton mixed; all sizes. Clearing at an extremely low price **59c**

COMBINATIONS, \$2.95

Men's Wool Combinations, Tau-Knit, made of the finest selected yarns and guaranteed unshrinkable. This is a ridiculously low price for high-grade underwear. All sizes. Sale price tomorrow **\$2.95**

Combinations, \$1.39 Suit. Less Than Half Price

Men's Elastic Ribbed Combinations (Watson's unshrinkable), grouped and greatly reduced tomorrow. Per suit **\$1.39**

JANUARY WALLPAPER

CLEARANCE
1-4, 1-3 to 1-2 Off.
Third Floor.

FURNITURE REUPHOLSTERED
1-3 Off Cost of Work, Called for and Delivered.
Fourth Floor

SMALLMAN & INGRAM LIMITED