

CLOSING OUT

We are vacating these special sales rooms, and we purpose selling off, regardless of cost, all Pianos, Player-Pianos, Phonographs, Records, Rolls and Small Musical Instruments, as we do not want to move any to our regular warerooms, 265 Dundas.

\$1 Cash and \$1 per Week

If you want a Piano or Phonograph, why hesitate when you can buy a genuine, strictly high-grade instrument at almost half the price that others ask you? Each instrument guaranteed, and if not as represented your money will be returned.

1,000 Player - Piano Rolls Regular 90c. \$1.00, \$1.25, \$1.50, AT 25c EACH.	PIANOS AT \$50 \$90 \$150 \$175 \$225 \$250 PLAYER-PIANOS AT \$750 now \$395, \$850 now \$597	5,000 Records 35c EACH, OR 3 for \$1 Play on all phonographs
--	--	---

PHONOGRAPHS

AT \$15, \$18.50, \$21.50, \$25, \$29.50, \$32.50, 37.50 AND \$120 NOW \$51.50 \$135 NOW \$75.00	AT \$15, \$18.50, \$21.50, \$25, \$29.50, \$32.50, 37.50 AND \$150 NOW \$90.00 \$185 NOW \$98.50
\$245 NOW \$115.00 \$295 NOW \$153.50	

NEEDLES at 5c Per Hundred
RECORD BRUSHES at 25c
Small Musical Instruments at 33 1/2% Reductions

VIOLINS AT \$6.25, GUITARS AT \$6.75, BANJOS AT \$15, UKULELES AT \$2, MANDOLINS AT \$7.75, MOUTH ORGANS AT 20c. CASES OF ALL KINDS, \$2 AND UP. STRINGS AND FITTINGS AT 5c AND UP.

A piano or phonograph in the home will keep the children at your own fireside, away from the influences of the streets and bring pleasure and happiness to your home.

OPEN EVENINGS.

Starr Special Salesrooms

191 Dundas Street

LONDON OPTICAL CO.
HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond
Street, Phone 6187.

We have Trusses to fit all needs. Our fitters are experts. \$1.50 to \$10.00. ANDERSON & NELLES, 88 Dundas St. W.
PHONE CARTER'S FOR COAL BAGS
We Make Everything Made of Canvas.
351 GLEBE ST. PHONE 6197

Rowat's Coffee
The Finest Procurable.
70c Pound.
T. A. Rowat & Co.
250 Dundas Street. Phones 3021-3022.

BUY and SAVE

YOUR GOLDEN OPPORTUNITY IS AT HAND. READ LIST BELOW OF NUMBER OF ARTICLES AT COST AND LESS.

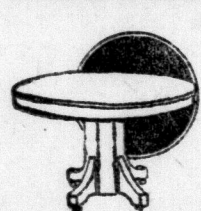
LET THE PRICES TELL THE STORY!

Genuine Walnut Dressing Tables, three beveled plate mirrors. These will go fast. Regular \$35.00. **\$19.50**



Simmons Pure Layer Felt Mattress, good ticking, roll edge. Regular \$8.75. **\$12.50**. Dollar Day **\$6.50**. Layer Felt Mattress, good ticking, roll edge. Regular \$9.00. Dollar **\$6.50**.

DINING TABLES



Solid Golden and Fumed Oak Dining Tables, extending to 6-ft. table. Dollar Day **\$16.50**. Solid Quarter-cut Golden and Fumed Oak Diners, real leather seats. Dollar Day, per set **\$26.00**.

Upholstered Reed Chairs and Rockers. Real values, to clear, regularly up to \$18.50. Dollar **\$9.95** UP.



Quarter-cut Golden Oak Dining Suite, eight pieces. Buffet, Table, **\$82.50**. Diners. **\$82.50**. Chesterfields and Chesterfield Suites, in mohairs, velours and tapestries. Some very special values for Dollar Day.

ALL NEW STOCK AND REGULAR QUALITY. SEE OUR WINDOWS FOR FURTHER BARGAINS.

Wyatt Furniture Co.
Complete Home Furnishings

349-351 TALBOT STREET. (Between King and York Street). PHONE 7082.

THINKS REBELS TRYING TO PREVENT ELECTION

Irish Free State Government Faces Grave Task On New Uprising.

Associated Press Dispatch. Dublin, Jan. 31.—That the Free State government still is confronted with a grave task is shown by the intensified campaign of destruction and incendiarism that is being carried on by the irregular forces. These acts are considered proof of the determination of the rebels to resort to every possible means to prevent the government from functioning and break the country's morale, and thereby if possible prevent the holding of elections.

By means known only to themselves, the irregulars continue to amass arms, ammunition and explosives and to manufacture bombs and land mines, the destructive powers of which are alarmingly great. Two houses were mined Monday night and completely demolished within a few minutes.

In the campaign of incendiarism, no consideration is being shown occupants of doomed houses. Under threats at the pistol point they are required to turn out of their homes on a moment's notice. Last night, Mrs. Corrigan, wife of a state solicitor, was given two minutes to evacuate her home. She and her maids had to snatch three children from their beds and, without dressing them, dash out into the cold, wet night. Their departure from the building was followed immediately by the terrific explosion of a land mine, which brought down the house in ruins before their eyes.

Dollar Day Special

Ladies' Hats \$1
BELTZ & CO.



Day by day, in every way, you will find better Bargains on Dollar Day at THE HEART OF LONDON

371 Talbot St.
OPP. MARKET, NEAR KING.

Be Sure You See the "Heart of London" Sign Over the Door Before You Enter.

100 GRABS, GOOD VALUES, COME QUICK, FOR 25c EACH

Winter Caps, \$2.25 value **\$1.00**
Wool Mufflers, \$2.00 value **\$1.00**
Cashmere Socks, 75c value, 2 for **\$1.00**
Wool Socks, 75c, 2 for **\$1.00**
Wool Socks, 50c, 3 for **\$1.00**
Braces, \$1.50 value, **\$1.00**
Ties, 75c value, 3 for **\$1.00**
Ties, \$1.25 value, 2 for **\$1.00**
Dress Shirts, \$1.75 value **\$1.00**
Mittens, \$1.65 value, **\$1.00**
Gloves, \$1.75 value, **\$1.00**
25c Handkerchiefs **\$1.00**
Underwear, \$1.50 value, **\$1.00**
Overalls, \$1.50 value **\$1.00**
Work Shirts, \$1.65 value **\$1.00**
Hats, \$4.00 value **\$2.00**
Silk Mufflers, \$4.50 value **\$2.00**

500 Pairs Pants, regular \$3.75, and Free Braces, when asked **\$2.98** for, at **\$2.98**

You save 25c on every pair of Overalls bought here.

We have the exclusive sale in London of Stanfield's Celebrated Black Label Underwear

WEGNER Clothing Co.
"The Heart of London"
Famous for Their Little Prices.

371 TALBOT ST.
Opposite Market, Near King St. Open Evenings. Phone 1849.

Another Business Year Begins Tomorrow

Stock Inventory Will Be Completed Tonight and Our 1923 Business Year Begins Tomorrow



Tomorrow Is the Day We're Waiting For



Today we know the mistakes of yesterday, and tomorrow we'll be warned against making them again. That is the way we hope to make a constantly better store. Regretting past errors. Curing their cause. Guarding against a repetition. Having a will to make a better store, we are sure to find the way. Like the school boy, promoted into a higher form, we look to the beginning of another year with confidence that we are in a position to render better service than has been possible in the past.

Feature Events for February

Here we will give a brief summary of the special services already arranged for the month of February:

School of Dressmaking

On February the 19th we will introduce a new and startling feature not heard of here before—a School of Dressmaking—teaching you the art of home dressmaking in six lessons. Conducted by the Reed Service of New York, giving you personal and individual instructions. Complete details of this service will be announced later, but particulars may be had in the Dress Goods Section now.

Sewing Month

Most people make a practice of having their spring sewing done during the month of February—and how refreshing to see the new piles of crisp cotton fabrics opening up this month.

In many ways February promises to be one of the most active and interesting months of the year at this store. Watch announcements.

"Cupid's" Bazaar

By February 3rd (Saturday) we will have erected on the Main Floor, directly opposite the East Side Elevators, "Cupid's Bazaar," a first aid station for lovers and sweethearts where suitable valentine gifts will be displayed—the details of which will be fully announced later.

Making Lamp Shades

On Monday, February the 5th, we will open an instruction class, teaching you how to make your own Lamp Shades. Your only expense will be the cost of your materials. No charge for instruction. These classes will be in charge of an expert designer. Watch for later announcement.

Furniture Month

February is always known as a home furnishing time. The Furniture Section will feature many specially purchased Suites or Living-Room, Dining-Room and Bedroom.

STOCKTAKING CLEARING OF WALL PAPER
One Third to One Half Off. Third Floor.

SMALLMAN & INGRAM LIMITED

FURNITURE UPHOLSTERED.
One-Third Off Cost of Work Now. Fourth Floor.

Wray's Jewelry Limited

For Special On Dollar Day

Just think 26 PIECES ROGERS SILVER TABLEWARE. In a draw cabinet for **\$20.00**

The knives are stamped 12 penny weight.

The highest quality of silver plate is 16 pennyweight. Why pay \$20 for 1 dozen pieces when you can purchase 26 pieces for the same price in a cabinet on Dollar Day?

Many exceptional bargains shown in our windows. See

WRAY'S

before you buy.

234 Dundas St., London, Ont.

NIAGARA IN WINTER.

The countless thousands who annually visit the cataract of Niagara pronounce it the greatest natural wonder on the continent of America. Little less in sublimity and grandeur than the waterfall itself is the gorge through which the waters rush onward to Lake Ontario after their awful plunge over the cliff. For a little distance from the foot of the falls the stream is comparatively placid; but gathering momentum as its channel narrows, it fills the gorge, and rushes over the rocks in foamy rapids, here breaking into delicate spray, and there springing high into the air as it dashes against some rocky obstacle in its mad race for the culmer reaches of the bed below. Never are the famous Falls more gloriously beautiful than during the winter months. A snowy mantle covers the surrounding shores. The trees and shrubs, bathed perpetually in the mist of the rushing stream, wear garments of glittering hoar-frost, marvelously wrought, and trimmed with loveliest lace. The rocks and boulders along the course become huge blocks of gleaming ice, and mammoth icicles form before the Cave of the Winds and down the steep sides of the gorge. But no power can check the mighty flood, whose emerald waters take on a deeper, darker hue from the whiteness of their setting. In unabated volume they sweep majestically along, tossing high in the air their rainbowed sprays, as if in proud disdain of the tyrant ice-king's iron rule. The Grand Trunk Railway System offers exceptional facilities to reach "Niagara, the Glorious."—Advt.

Purity Bread

IS A
FAIR PRICE
AND OF
FULL NUTTY FLAVOR

PHONE 944 OR HAVE OUR WAGON CALL.

R. FAIRFUL

262 OTTAWA AVENUE.

LONDON.



Superior Lenses

Superior men want nothing but the best for their eyes. Our Bi-Toric glasses have the reputation of being the finest that optical science can procure. Far and near vision-blended perfectly in one solid piece of crystal with a deep Tonic curve next to the eye. Made only in the factories of the

BROWN OPTICAL CO.

223 Dundas St., London. Phone 1877.
Also Hamilton Montreal Windsor
Established 26 years.

Smith's COA

Prompt delivery to the city

Orchard's
45 York St. Phone 384



18th ANNUAL Half Price Sale

C. H. Ward & Co.
Diamond Merchants, Jewellers and Opticians.
285 Richmond St. Phone 1081