

CANADA'S GREATEST BUSINESS THOROUGHFARE

Yonge-Street Has Remarkable Part - Destined to Become Most Important on This Continent.

Before the advent of the steam railway, which is to-day such a factor in the birth and subsequent growth of cities and towns throughout the country, what are now important commercial centres were always found contiguous to some great highway. After a hundred years of service these highways have become honored by tradition and history, and in some cases public-spirited citizens or local historical societies take up the self-imposed task of marking the spots which posterity should treat with reverence. As New York City can proudly point to Broadway, the greatest business thoroughfare on this continent, so can Toronto show equal pride in its Yonge-street, rich in history and romance. For Yonge-street it can be said without equivocation that everything or anything required by the great business family can be had from the street business merchants who line its either side. When first projected, in 1791, as a "short cut from York to Lake Simcoe," Yonge-street did not extend farther south than Lot—now Queen-street. Later it was seen that the logical southern terminus was the bay, and adjustments were made with the owners of property whose lands were required, in part, to make this extension, that it might be carried thru. At that time, however, and for a considerable period afterwards, the street was little used between the Town of York and the Village of Yorkville, situated north of Bloor-street, from which point it was much traveled, the intervening strip of sand being known as "the Road to Yonge-street." Incidentally, we might mention that the street derived its name from Sir George Yonge, at one time secretary for war in England. Gradually, thru the course of time, and circumstance the street became open and the adjacent district settled. From the first it was marked for business. To-day besides representing the highest property values in the city, it is known wherever the English language is spoken.

Three Divisions.

Above Queen-street, that portion of Yonge-street, within the city limits, is naturally divisible into three sections, viz., Queen to College, College to Bloor, Bloor to the northern city limits.

From Queen-street northward—practically from Shuter and Albert-streets—the retail business on Yonge-street is largely affected by the reflex action of the business activity further down. Trade is for the most part transient, but the character of the newer stores which are constantly being built is making for stability. Concerns with ample financial backing are taking long term leases or purchasing advantageous locations or business. Expensive and elaborate fronts and store fittings are being installed, and in a few years Yonge-street, from end to end, will present an appearance which, from the standpoint of the man of business, cannot be surpassed. Competitive window displays play a large part in the modern retail game. Artistic and attractive displays seek to gain the confidence of the wary and elusive buyer.

Passing to the section between College and Bloor-streets, one comes into intimate contact with the class of retailers who cater to the daily wants of Mr. Man and his family. Clean, sweet-smelling butcher stores distribute large quantities of fresh meat. Grocers—men who know the nature and quality of the numerous articles dispensed to make the palatable—minister to every requirement of the culinary department; and bakers, whose manipulation of "that delectable article called cake," bring delight to the family board. So, too, those who dislike purchasing their personal apparel amidst the madding crowd of the larger stores find in the quieter stores of the upper district, time and opportunity to make selections which give more lasting satisfaction than the hurried choice downtown.

Important Centre.

Passing now to the most noteworthy section of Yonge-street, the situation is somewhat different. Bloor-street is always has been a great cross-town thoroughfare, and in the immediate neighborhood of its intersection with Yonge-street, a class of stores have collected which will bear favorable comparison with the most excellent high-class shopping district in any city on the continent. Here, for instance, will be found a number of grocery and provision stores, jewelry establishments, station stores, jewelry establishments, and other popular emporiums that make for solid and comfortable business. A number of prominent banking institutions have also seized the opportunity to establish branches in this neighborhood. In fact, from Bloor-street to the city limits Yonge-street can count a greater number of banks than either of the sections below.

It is therefore evident that the most northerly section of Yonge-street possesses the greatest potentiality for immediate exploitation. Real estate values have gone up enormously of late, new stores are constantly being erected and enjoy from the first a profitable patronage. There is no need whatever for citizens going to the more crowded districts, where shopping becomes a heavy task, to make their purchases. Intelligent salesmanship, reasonable prices, prompt service can be found at one end of the city as well as the other. In these days of enterprise one is never far from the "base of supplies," and the man close

The Robert SIMPSON Company Limited The Robert SIMPSON Company Limited

H. H. Judger, Pres.; J. Wood, Manager.

Store Opens 8 a.m. Store Closes 5.30 p.m.

Frobs: Generally fair and cold.

Thursday, Feb. 17

\$10000.00 Worth of Prices Shattered!

ANOTHER BATTLE FOR BOOTS And Another Victory for This Store

The booty amounts to 6,000 pairs—The Flower of Canada's best Shoemaking—Away Less than Cost—Men's, Women's and Boys', Girls' and Children's.

Table with 2 columns: Item and Price. Includes Men's \$4.00 to \$6.00 Boots for \$2.49, Women's \$3.50 to \$4.50 Boots for \$1.99, Boys' \$2.00 to \$3.00 Boots for \$1.39, etc.

WE HAVE another victory to report! We have been so fortunate or so deserving—or both—as to have achieved a purchase second to none in the history of our famous footwear campaigns.

We have secured no less than \$10,000 worth of Boots such as we can sell to you at a fraction of the prices paid in every city in Canada.

The manufacturers of most of the footwear concerned claim their Boots the equals of any on the Continent, and we believe them. They are as proud of the firm name as we are proud of the name Robert Simpson Company. They have stipulated that their label on the inside of each shoe be removed, and that we do not publish the name of the makers. The price at which we cleared this great collection was so unprecedented we could not refuse the request. But our customers may take our word for it their shoes are RIGHT. We'll take all we can get of them on the same terms. We add to this main lot special purchases from Jas. McCreedy, J. & T. Bell, and two other Montreal manufacturers.

This sale is to make a new record. We feel sure of it. We are making special and unusual arrangements to handle this great quantity quickly, surely and with expeditious satisfaction.

Sharp at 8 o'Clock This (Thursday) Morning

Grid of shoe sale items including Ladies' \$4.50 Boots for \$1.99, An Old Lady's Boot—\$2.50 Value for \$1.49, Ladies' Ankle Strap Pumps, Boys' \$3.00 Boots at \$1.39, Ladies' Slippers, Misses' \$1.50 Boots at 99c, Men's \$6.00 Boots for \$2.49, Men's and Women's Boots, Children's Boots, and another Ladies' \$5.00 Boots for \$2.49.

Remember This Sale is on NOW, To-day

PRIVATE DISEASES

Impotence, Sterility, Nervous Debility, etc. (the result of folly or excesses). Gleet and Stricture treated by Gavanium (the only sure cure and no bad after-effects). SKIN DISEASES, whether result of Syphilis or not. No mercury used in treatment of Syphilis. Hours: 9 a.m. to 8 p.m. SUNDAYS: 10 a.m. to 11 a.m. Specialties of DR. W. H. GRAHAM No. 1 Clarence Square, Cor. Spadina

at hand has an equal capacity for commercial responsibility and growth with the one whom fate has placed in charge of larger interests. He needs to draw the attention of the one behind the rocketbook, and The World can point out the way.

Scows Were Overloaded. OTTAWA, Feb. 15.—Chief Engineer Lafleur of the public works department, to-day, told the public accounts committee the reason the figures for the amount of dredging done in the

Gaspereaux River, New Brunswick, exceeded the normal capacity of the scows, was because the latter were always overloaded. The contract price, 99 cents per cubic yard, was above the average.

Fell Across Stove. KINGSTON, Feb. 16.—Mrs. Mary O'Hara, aged 78, is suffering dreadfully from burns. She was fixing a kitchen fire, when she grew dizzy and fell across the stove. Neighbors found her

unconscious on the floor, her clothing in a blaze. Reforestation in Durham. Hon. J. S. Duff, minister of agriculture, expressed his appreciation of the objects urged by a deputation which waited on him yesterday for reforestation and reclamation of waste land in Durham county, and promised to do what he could to further their request.

OTTAWA, Feb. 15.—The trial of the late Canadian and pound cost of the case did no estimate of const

FOR... PROBS... ONE LI... BALKS... D... Col. McLean... Program... and Join... Dema... OTTAWA... naval debate... evenings, when... Liberal memb... N. B., one of... the house, op... erment's poli... agreed with... the necessity... considers that... ought to have... moved for the... tables, cruiser... type... "I do not ag... many of my... government a... peril is a sea... large naval p... binding ourse... hope that the... that England... ed, will be ab... Germany. But... is able to car... gram. It is n... good-nature... mans are buil... warlike peopl... will not hesit... in war, I have... faith of Germ... could get an... Col. McLean... than the five... by the govern... three arisurs... other words, a... indomitable o... indomitable o... confident that... have Dreadnou... ed the opposi... money to the... in building the... ned by Canada... first by Britis... Congdon... Continuing h... concluded yes... (Yukon) notes... newspapers ob... the German at... ed was the gre... trade, and ca... removal of th... tween the two... Great Britan... tion of greater... to-day, and t... hearted old B... Germany was t... pose of those... thing to-day I... about the wot... section of the... tain. Col. Sam Hu... don's speech... It was philoso... condemned ev... to make Brita... as Roosevelt... the German s... terest of Ger... had been remi... interest of th... A De... He did not c... relations with... it came to leg... it was time th... recognized wi... most sinister... to lay the fou... that had been... the attitude... simply that I... ada in her tr... would help B... will. If Canada... they would ha... "Autonomy" ... he described... dependence... Col. Hughes... the part of th... bers when he... William Lyon... had been ers... because they... Ontario and... ped" when d... Andrew Bro... Mr Borden's... adjourned un... tion of Mr. W... Island. INSULTED... Montreal. Th... Jus... MONTREAL... convicted of... all Tuesday... quette, in loe... ed to Judge C... loss worse c... judge said th... arrested at... "What's the... as the rest o... Out of rea... judge prompt... four years in... COST... Estimates Do... \$1... OTTAWA, I... come to-day... that the tra... cost Canada... and pound... cost of the... case did no... estimate of const... standing fund.