

JOHN CATTO & SON SPRING DRESS FABRICS

are now coming along, and some new fabric novelty is unfolded every day.

Particularly attractive offerings amongst the early arrivals are Diagonal Serges, Crepe de Paris, Silk Crepons, Chiffon Broadoths, Voiles, Cashmeres, Silk Warps, etc.

Opened to-day a magnificent range of handsome Double-Fold Foulard Silks of beautiful texture and most handsome French printed designs.

Strong showing of such Silks as Shantung, Rajahs, Satins, Oriental, Moires, Messalines, Paillettes, etc.

WASHABLE goods are also now in prominence, including some very beautiful novelties in Gingham, Chambray, Zephyrs, Auchtermuchty Linen, etc.

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THE WEATHER

OBSERVATORY, TORONTO, Feb. 7. (8 p.m.)—The cold wave is diminishing in intensity as it moves eastward.

Minimum and maximum temperatures: Dawson, 22 below; London, 10 below; Victoria, 40-48; Vancouver, 32-46; Edmonton, 20-22; Battleford, 10-26; Prince Albert, 20-22; Moose Jaw, 7-21; Qu'Appelle, 10-24; Winnipeg, 22-24; Port Arthur, northwest, 5 below; Toronto, 10 below; Ottawa, 15 below; Montreal, 16 below; Halifax, 18-20.

Probabilities—Lower Lakes and Georgian Bay—Southwesterly winds, fair and mild. Ottawa and Upper St. Lawrence—Southerly winds; light local snowfalls, but mostly fair and milder.

TO-DAY IN TORONTO. Annual meeting Associated Charities—City hall, 4. Bible Class Federation—Simpson-av. Methodist Church, 8.

STEAMSHIP ARRIVALS. Feb. 7. At From Minnowaqua... New York... London Heeperian... St. John, N.B. Arabella... Malta... New York

DEATHS. BADENACH—At his late residence, 297 St. George-st., Toronto, on Saturday, Feb. 5, 1910, Alexander Badenach, 64 years of age, husband of Blanche Badenach, nee Brickman.

Regulating Cold Storage. BOSTON, Feb. 7.—Representative Sisson of Boston to-day introduced a bill to regulate the cold storage warehouses in Massachusetts.

Fire at Buffalo. BUFFALO, Feb. 7.—Niagara A. abandoned grain elevator, and one of the tankers of the harbor, was totally destroyed by fire to-night.

OBITUARY. O. P. Schreiber. OTTAWA, Feb. 7.—Owen P. Schreiber, of the National Transcontinentals railway engineering staff, received a telegram to-day notifying him of the death of his brother, John Charles Schreiber.

At Kingston—Rev. W. Burton, diocesan agent for Ontario (Anglican) diocese, for over 20 years in the ministry.

At Barrie, John Fogerson, a prominent citizen, suddenly.

At Belleville, James H. Gillick, merchant tailor, suddenly, aged 35.

At Parolee—Harry Branson, a resident for 30 years, prominent in town and lodge circles; aged 56.

Tool cabinets, containing highest grade carpenter's tools, for the home, \$12.50 to \$48.50, at Alkenhead's, Temperance-street.

TELEGRAPHIC BRIEFS. Fire in the cellar of Trinity Episcopal Church, Quebec, during service Sunday night, resulted in a hurried but orderly dismissal of the congregation.

D. R. A. Report. OTTAWA, Feb. 7.—According to the report of the Dominion Rifle Association receipts of the year amounted to \$27,255.62, and the expenditures to \$27,380.74.

THE NEW SAVOY 114-12 Yonge Street (Over Blackford's) Business Men's Lunch, 12 to 2 Prompt and satisfactory service. Open from 8 a.m. to 11 p.m.

WHAT GENERAL ELECTION COSTS ON BRITISH ISLES

Average of About \$8600 For the Return of Each Member of Parliament.

It is officially stated, on the authority of returns solemnly made by every parliamentary candidate and election agent in the land, that the cost of the general election of 1906 was £1,166,853, says a writer in The London Daily Mail.

OUR ENTIRE STOCK TO BE SOLD AT AUCTION DIAMONDS, WATCHES, JEWELRY, SILVERWARE, CUT CLASS, ETC.

Must Go at Once. Your Chance of a Lifetime. Don't Miss It. Sales Daily 10.30 a.m. to 1 p.m. 2.30 p.m. to 6 p.m. Saturday 10.30 a.m. to 1 p.m. Stock is sold.

AMBROSE KENT & SONS, LIMITED Jewelers 156 YONGE ST.

MINERS WILL GET INCREASE That's the Opinion of President Lewis—Means Dearer Coal.

WHEELING, W. Va., Feb. 7.—President T. L. Lewis of the United Mine Workers of America is confident that the miners and operators, despite their failure to agree at the Toledo conference, will get together before April 15.

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Soldiers and Sailors Use

The famous Vest, Pocket Camera, Quick to operate and perfectly reliable.

UNITED PHOTO STORES, Limited 15 ADELAIDE STREET EAST, TORONTO ALSO AT MONTREAL, QUEBEC AND OTTAWA

IMITATIONS ARE NEVER IMITATED

If advertised articles did not possess merit of lasting quality there would be no occasion to imitate, or offer "something just as good."

The dealer endeavoring to sell you a substitute is trading on the established reputation and permanency of the genuine; with the view of reaping greater profit and without particular regard of results to the buyer.

Protect yourself and the advertised article by vigorously objecting to substitutes.

He is quite willing to spend the last halfpenny, only he does not want to spend a halfpenny too much.

The Candidate's Expenditure. The other hand, it is not supposed to pay anything at all. It is his money that is spent, but he must not disclose it.

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Still Looking for "Signs"

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; For invitations to taste; For suggestions as to what to wear.

Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

The advertising earnings of The Toronto World, 1909, were over forty per cent more than in the same month in 1908—as a live business man do you need any surer "Sign" than the brightest in the morning field is every day becoming a more potent factor in trade development—"increased distribution."

If you have goods to sell—reckon on THE WORLD to help you.

Call up Advertising Department Main 5308

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