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HENRY A. KING \& $\mathbf{C O}$ 12 King St. East, Toronto.
UMMINAS \&CO.
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## . E. AMES \& CO.



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OHN STARK \& CO.
26 Toronto street,
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WEDNESDAY MORNING

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| Handsome over garments or men are ready. Plenty fright days now, and win eoats are rather heavy. |  |
| Fine box back English, whipcord top coats, strap seams, coats with the latest fashion touches, \$10 and \$12. |  |
| English covert cloth top coats, box back style, sizes 34 to 44 , fine Italian linings, $\$ 10$. |  |
| Oxford grey English wors ted overcoats, box back style or centre seam, all sizes, $\$ 10$. |  |
| Dark grey hopsack tweed overcoat, sack style, fine It alian lining,good finish 87.50 . |  |
| Extra fine black cheviot overcoats, fine Italian lining, mohair sleeve lining, \$10.00 |  |
| Fine steel grey English wor sted overcoats, Italian body lining, mohair sleeve lining, \$10. |  |
| OAK HALL, <br> CLOTHIERS, 115 to 121 King-St. E., Toronto Klonditse clreniars on application. |  |

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WEDNESDAY MORNING
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WEDNESDAY MORNING
THE TORONTO WORLD
*T. EATON CO. " "CANADA'S GREATEST STORE."

## pressmaking veeds Our Klondike Clothing.



 We are showing a splendid collection of
Klondike Clothing. Splendid, because in-
cluding about everything a person is likely
to need, and at the same time the best that
can be had. Those who have examined out stock say that we are selling for far less
money than is usually asked for the same goods. Of course we knew that from the estify to the fa

## 

 Provisions and Supplies, the difference between our prices and
the regular market prices is really surprising. Think of it :-
For groceries and provisions to last one man for one year. Our
Medicine Outfits at $\$ 5.00$ to $\$ 1500$ have Medicine Outfits at $\$ 5.00$ to $\$ 15.00$ have been prepared spe-
cially for Klondike use. Our detailed price list tells all about
 Trunks and Valises. Thase who intend traveling

| THE TORONTO WORLD |
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EATON CO.
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Steel Enamel Ware.
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WEDNESDAY MORNING
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At 93 Yonge Street
OTARIO LND SUVEYORS

THE TORONTO WORLD


SIMPSON'S SIMPSON'S

## Larger Ideas!

|  | Good is good, but better beats it, and the reorganizatio of this business is done with a determination to discount and double discount the past. <br> It can be done. With all respect to the workers of las year and the year before, we have larger ideas of usefulness, We know human nature, including dry goods; and we understand perfectly well the conditions that command trade. <br> What makes Simpson's so distinctively Simpson's is the generous spirit of service-all the time striving to serve cus tomers better, shortening the road from producer to consume and saving shoppers every possible penny of cost. <br> How well this has been done is a matter of history; how well we shall do it is what concerns us. The look is always ahead. <br> But with all this reaching out for bigger things we're satisfied to hold fast to the tradition that wool is wool and tha |  |
| :---: | :---: | :---: |
| SPECIAL shopper who will bargain in the Umbrella Section, main floor: | DRESSMAKERS' <br> In the Lin- <br> LININGS. $\quad$ ing Section <br> specials to offer dressmakers <br> Thursday. It means. a sub- <br> stantial saving to those who <br> use much of these goods-the <br> way we set prices: <br> 44-n. Linenette, , ires.fawn and brown, <br> regular 12 |  |
| FINE The Shoe Section is SHOES $\begin{aligned} & \text { known by the char- } \\ & \text { acter of its Shoes. }\end{aligned}$ It is not a hard matter to find the cheap in foot-1 have too much regard for your good sense to thing. You may feel sure of the Boots and Shoes you buy here, and prices are right. <br> Women's Fine Dongola Kid Button Boots, patent Boots, patent leather tips. coin and needle toes, speial ... 2.00 |  | bargain in <br> Perhaps CRINKLE CLOTH $\begin{gathered}\text { you know } \\ \text { this mate- }\end{gathered}$ rial as Seersucker. You find a new lot in the Wash-Fabric Section. Makes up well for wrappers, and is especially useful for children's wear : <br> 6735 yards of Crinkle Cloth or Seersucker, goods sold reg. at 8 c a yard, special for. . . . . . . . . . . . . a yard, special for. . |
|  | y | CLOTH JERSEYS ${ }^{\text {con where }}$ |
|  |  | Ladies' Jerseys is alongside that devoted to Umbrella and Parasols. We have one particular special to tell of for Thursday-other lines if you want them: |
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## Big Silk Extra

For Thursday
Here are two very marked values from the Silk Section
the one day, Thursday only. What you know about Simpson's Silk Section gives the assurance of quality, as well

 Shrewd buyers residing out of the city should take advantage of these two
special offerings, but we must ank that they mail orders to reach us immediately.
It will not do to clip the item out of the paper and keep it for some days.




 -3 special lines, in the newest colors, at $25 \mathrm{c}, \mathbf{3 5 c}$ and 55 c .

- Braids in black as Icw as 12 j . An atrraction of the Dress Trimming Soction all, this week will be an
The Robert Simpson Co., Limited


## CLEARING THE DECKS

immenss spring stock of shoes-which is arriving dail MEN'S SHOES

AT \$1.50 A PAIR

## W. J. GUINANE

 210 YONGE

## WEDNESDAT MORNING

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Marguerite Cigar


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WEDNESDAY MORNING

Montreal


Spoiled cages

ORONTO RLECTRIC MOTOR CO.



## To the Trade

## Agents

for Belwarp Serges, pure
Indigo and Wooded Dyes.
Guaranteed

Now in Stock
 John Macdonaid \& Co.



SUPPLIES
RICE LEWIS \& SON

YARN SCALES We carry in stock Brown
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rovin famous and

AKKENHEAD HAAOWABE CO MONEY TO LOAN ON STOCKS Ine Hone Suings mil Lom Co., Linized. Wueruis Eninie Works cmanany, Liti.




WEDNESDAY MORNING


THE TORONTO WORLD
On Early Improvement on Wall-street
With a Feverish Closing.

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