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The Dandruff Germ






Bedford Cord,
Fox's Spiral Puttees,
Serges, Whipcords, and Greatcoatings
Special Grade Sam Brown Belto, Officens
Regulation Infantry Swords.
Crown Tailoring Co., Limited

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## Splelal Lunnet fur

Delicious mint leaf flavor, or the new double strength Peppermint -either will moisten your mouth, sweeten your breath, soothe your throat, quicken appetite, aid digestion.

"after every meal"

## THE WORLD AND THE WAR

This Weok's fssue of

## THE SUNDAY WORLD

## Illustrated Section, Picturing War Scenes, Views at the Front

Views in Mobilization Camp in Canada, and other views incident to the War. Four pages of War Pictures, pia by the rotogravure process, picturing current views, Canadian and foreign.

Among the multitude of pictures appearing in the TWO PICTURE SECTIONS this week will be found a scene at Saiisbury Plain, showing hich Clooded plains and roads, which indicate contingent are camping: A view of the Japanese Parliament in session. A group of Japanese Red Cross Nurses. The iatest photographic reproductions of the German bombardment in Scarboro, England. A group view of Toronto Italian women, membere of the Marguertice Monday' siew of the Lord Salisbury Ghapter Revoiver Chb at pry streets. Visiting parade of the Second Contingent thru Toronto Militery Prisoners arriving Day at Exhibition Mobilization ark. Chey are employed. The Australian at Pelawawa Clian Troopers introduce Troops boarding the trano A pathetic group of Servian Prisoners in prairie tricks on the survivors of the H.M.S. Formidable.

Illustrated and printed in colors, a new sectional Map of the War fronts
showing the wighing of
In the magazine sections are features of absorbing interest to ever, member of the family, incluaing rated. An pared with forme Yoke for the punishment of scalding women

Sir Gilbert Parker's fifth Cánadian story, "The Little Widow of Jansen."
Thé second of a series, by Col. E. D. Swinton, official eye-witness of
he British Army, entitled "The Green Curve.
An extremely funn
ss of the Y.M.C.A
"Patriotic" Society Women who cut down their dressmaking bills need sssly, and throw many girls out af work.

The story of Aura Lee Club, which started 12 years ago with a $\$ 2000$ and and most active clubs in Toronto Midwinter atyles, illustrated and pictured in colors.
The funniest Funny Section in Canada or any other country, appears as sual in-The Sunday World.

JHE BIG SEVEN SECTION PAPER
Be sure you obtain this week's issue.
For sale by all Nowsdealers, hut ordar early as the odilion is IImltod ONLY 5 CENTS THE COPY

The Triple Coupon
 Larned's History of the World SATURDAY, JANUARY 23, 1915. Heart Throbs

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## Canadian Casualties














SOCIETY







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Made to your measure
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Special
Winter Overcoats $\$ 28,00$
R．SCORE \＆SON，LIMITED

More Group Finals Decided

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Walking Sticks，Today，$\$ 1.00$





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perficial feet perficial eet each, indesendent of hiaikhay and haur sides, lavatories, high-lass elevator service, absolutely fire-prgof construction and finish.

> These offices are in the centre of all the business activity of These offices are in the centre of Courts. Wouid prefer-one tenant for three floors, or a tenant for each floor. Adapted for law or other offices, or fordisplay of fine goods. Inspection invited.
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THE LAST WEEK OF TheWhite Sale Has a Double Incentive Stocktaking afew daysaway and this wonderf ulS aleinits last week have spurred us on to bigger and better values. There are in the list for Monday several values which you cannot ecsily pass by.

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Winter Wear Bargains in the Boot Department.









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## How All Can Help the Empire

The Empire needs food and clothing and war supplies for its soldiers, and every farmer manufacturer, retailer or workman who help
in the production and distribution of these things, satisfied with the small profit necessary for carrying on- his labors, is doing a man's work for the Empire.

This is the kernel of our "Canada first" idea. Primarily we distribute goods made by Canadian manufacturers. This keeps unemployment at a m nimum, fomanufacturers have co-operated nobly in the movement and profits have been low ered all found for the sake of keeping men busy.

But this policy must not be exclusive. We are still importers from Britain and Britain's Allies, as well as from the United States. We must not forget that imports Britain s Alt to the revenue which provides for our soldiers at the front and those
contribute
preparing to go. Last fiscal year's Customs revenue was over a hundred million dollars! This year will show a big slump, with expenditure largely increased by the war. So BUYING IMPORTED GOODS YOU CONTRBUTE DIREC
SUPPORT OF THE CANADIAN CONTINGENT OF THE BRITISH ARMY, for it SUPPORT OF THE CANADIAN CONTINGENT OF THE BR
is the duts on these goods that provides the "Sinews of War."


Monday China Sale
Including Glassware


## THE MONDAY BASEMENT SALE



The Robert Simpson Company, Limited




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