



## -NEWS OF SPECIAL INTEREST TO. WOMEN

SOFT POMPADOURS TO BECOME STYLE

| Notes of Women's |
| :---: |
| $-:$ World |



## New Price Announcement

## LAWRENCE'S BREAD

## I did my best. I kept the price of bread

 I did my best. I kept the price of breaddownt 5o fora pound and a half loan as long
as I could. There are a oood many thousand as I could. There are a good many thousand
of poor families in Toronto who are sery grateful to me for keeping the price down
as long as 1 did. For fifteen years the Tor onto public has had no protection against
high prices for bread excepting myself. I have stood for it on principle, and have saved
Toronto people hundreds of thousands of dollars. Has my service been appreciated I believe it has I believe that thousands on
familites know perfectly that if it were no for my independent stand for low prices the
Toronto publie would now be paying probably sixteen cents for a three-pound loaf. Keeping it down to twelve cents is doing
something, but I ask no credit for what something, but I ask no credit for what I
have done in the past, as $I$ have lost no money rice of flour took place. I have always mad a very small maryin pront, not enough to keep a small bakery going, but worth while in the price of the best grade of flour, such as I always use, has risen so tremendously since
war was declared, in fact it has advanced \$3 a barrel, and everything else has gone up we have to pay for in running an up-to-date
bakery, thereforeI I cannot keep on selling at ten eents. I, therefore, reluctantly announee
that at last $T$ have been ohlized to follow the that at last $I$ have been okliged to follow the
example of other bakeries and raise my price Hereafter, until further notice, the prices of

Large Double Loaf, 3 lbs., - 12 c 24.Ounce Loaf 6 17 Tickets for $\$ 1.00$ These prices rule for all varieties of Law-
rence's Broad.
Phone Coll. 321 ORDER A LOAF TO-DAY

HOW TO OBTAIN
GOOD DIGESTION
The Stomach Must Be Tongd and The vetim ot initiveston wiom wanto

Hair is Drawn Fairly Close Sides and Rưlled SLIGHT INNOVATIONS Will Render the Coiffure ore Graceful
Less Trying.







 NTERTAINERS FORM

## LYCEUM ASSOCIATION

 New organization Hold - FiMeeting and Discuss On sauray, aternoon, in Masea



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| for their entertainment. The Moshfloor and the Mosher orchestra hatno equal anywhere in Canada for th |  |
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| Janet Carnochan Chapter I.O.D.E. attended the lecture on "Lincoln and thEndurance Democracy"" by Dr. J.Macdonald in Guild Hall, McGill stree |  |
| Macdonald in Guild Hall, MeGHil stre HOUSEWIFE ASSOCIATION. |  |
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| FIRST NIGHTS AT THE THEATRES |  |  |
| :---: | :---: | :---: |
| GOLDEN AGE PLAY | TEN CURTAN GALS | Novel 0 |
| SCORES TRIUMPH | ORSALON | - |






\section*{Hockey Varsity - 26 Nelland - 1 ed Culfling Play Toninht} CURL TONIGHT FOR CITY CHAMPIONSHIP | Fory Rinks in Preliminary |
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| and Firot Round at | $=1$, and Firat Round




## EATON'S

ON SALE TODAY
Men's Spring Suits


Men's Fur Coats Half Price






Workmen's Watch, $\$ 2,50$


Men's Boots, \$1.75


Boys' $\$ 1.00$ and $\$ 1.50$ Underwear, 50 es Boys' combination, mcluding "Tiger," "Health" and à


## Men's Combinations, 79c

 Men's combinations in such excellentJrands as "Richmond" and "Reliance. brands as "Richmond" and "Reliance.
Made
with the thent Made with the comfortable closed
crotch. Sizes in the lot $40,42,44$ and ${ }^{46}$ suit.
Men's sweater coats $7 . . . . . .79$ Men's sweater coats in plain and
Tancy sttches. High storm collar, few with Triplex collat, two pockets. Large assortment of plitin and combin
ation colors. Sizes in the lot 38 to 42 ation colors. Sizes in the lot 38 to 42
Regular $\$ 1.25$ to $\$ 2.00$. Regular $\$ 1.25$ to $\$ 2.00$. Tuesday 98 Men's colored.s.shirts in strong shirt${ }^{\mathrm{mg}}$ materials; mostly neat stripes blue or black on 11ght grounds. Laur
dered or soff double cuffs, attachei coat styles Sizes 14 to 17. Reesula $\$ 1.00$ and $\$ 1.25$. Tuesday.......68 $\rightarrow$ Malin Floor, Centre
T. EATON CO
, 8 FORFARREPEATS
$Y$
pits
the toronto world
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The Worldo Selectons CONFNE ENTRTIS
HOTEL RYAN

Tommy Ryan, Prop.
SPECIALS TODAY
Quick Service New England Beef Stew with Calves' Liver Saute with
Onions.
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## Som

 Mid-Week Sale of Lovely Rugs

New Papers
for Living Rooms








Lighting Fixtures | FEBRUARY HoUSEPTR |
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| NISHING SALP |

In afition to the entraor dinary
 and

 vithout charge

Table Silverware in the February Salo
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## Corsets and

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## aidis vere reminded dithe

## Shopping Incentive at Simpson's

season's stock moving steadily. Things here cannot grow old ; after a stock
adjustment such as we've just had, any accumulations are hurried out with adjustment such as we
little regard to profit.

This means a constant activity in the stocks, and provides our castomere with a continuous incentive to come here. To-morrow there will be many new things tor them to see, and many things
price. Look over this page carefully.

## Attrac ively. Priced New Spring Materials



## New Serge Dresses


 Moire Petticoats $\$ 1.50$
 women hoiva


Embroidered Net Waists


 DISTINGTIVE
BOOTS LOW PRICED




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OSIERY
IN THE
Tho and FEA, FEBRUARY SALE






No Nicer Material Than Meltion for Men's Over
coats. It LLooks Well and Gives Endless Service.
Men's $\$ 12$ Black Melton Overcoats, $\$ 7.95$
New French Linens for Draperies













> Men's Shir's Smare

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