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Details and Conditions of The World's $\$ 15,000$ PRIZE CONTEST in Sunday's World




$\qquad$COMING TO ST. PHILIP'S


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# See Page 12 for Simpson's Complete List of Offerings for Saturday 



Selling the Rea Stock
COSTUMES, MILLINERY, NECKWEAR and BELTS he feature for Saturday's selling in the

## REA STORE

 will concentrate attention more $p$to the Millinery Section, where $\$ 10$ to $\$ 75$ Hats will be offered




## EX

PF CITY

Clair

644
 Billing Operations on Torontos
Big Vaudevile House Commenced Thursday.

> The Greatest Millinery Bargain Days ever held in may month will be here FRIDAY AND SATURDAY

No need for a preliminary talk. We're going to break all selling records by smashing prices on merchandise that every woman needs right now-That's the story - Here are some of the prices:




## Bascall Tomono $3 \times$ Lacrosse CLA $\div$ Turf Tinatat Baltimore 1 U. Lacrosse Districts Woodbine




The Toronto World
A Morning Newspaper Published Every Day
$\underbrace{\text { An }}_{\text {METHODS IN PUBLIC OWNE }}$
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COBALT-Temiskaming the Dominant Factor in Mining Markets-COBALT

MINING MARKET IS DULL LACK OF OUTSIDE SUPPORT
Rumor That Local Firm May Open Up Business With London Rumor That Local Firm May Open UP Business With L
ia Cobalts.

## $\square$

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## MAPS FOR SALE <br> These have not been prepared to advertise any partleular property or district for any company, but show the variproperty or district for any company, but show the vario. ous loentions in the great silver fields of New Ontario. PRICES: <br>  |  |
| :---: | F. R. Bartlett \& Co., Ltd. Roval fank Bullding . . mumbian . . Toromo \begin{tabular}{|c|} \hline \multirow[t]{3}{*}{You Do Not Know the History of Your Country $\qquad$ FAIRPLAY MINING COMPANY, Limited 611 Traders Bank Building, Toronto

 <br>\hline <br>
\hline <br>
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\end{tabular}

| J. L. MITCHELL \& CO. stock brokers .McKinNoN BUILDING <br>  specialists in Beaver Nipissing |
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## Everyone Cannot Be a Prospector

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## INVESTORS, TAKE NOTICE

W E HAVE A FEW VERY EXCELLENT PROPOSITIONS FOR your consideration. These are well situated Mining Properties-in the rich Gowganda belt-adjurtict Owners will not sell outright, but cir producing formation of the district. Owners will not sell outright, but circumstances compel them to raise money, and sixty per cent. ifierest can be otararding these claims and are advised they are in the same formation as the near by properties that haye made the Gowganda camp famous as a producer of high-grade silver ore. Further particulars on request.

## Northern Ontario Silver Mines

36 Lawlor Building, Corner King and Yonge Streets, Phone M 6259 TORONTO, ONT.

## FOX Q ROSS


$\qquad$
Valsh, Neill \& Co., Limited




## Behrend Concentrators Limited

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The Behren System has the approval of the leading mining
authorities of Canad An operating plant can be seen at atates.
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Buyer Contracts and Margin Accounts on Cobalt Stocks Carried Loans made on aotive stooks, Correspondenoe solliolted.

QUICK DECLINES TO TO BUY COBALT STOCKS SUDDEN ADVANCES TO SELL COBALT STOCKS


SMILEX, STANLEY McCAUSLAND
We advise the purchase of the low priced Cobalt stocks We advise the purchase of the low priced Cobalt stocks
The market shows definite strength and we expect higher grices all round.



 lots for Saturday. These are the lines which have been the centre of daily popularity, and now the time has come to finish them up and make room for others.


 LaDiss coats. splexdid coats for gitis.






The Clear-up of the Remainders of Rea's Petticoat Stock the following way:





## 1-3 Regular Price for Long Suede <br> Finish Kid Glove <br>  <br>  <br> Turkish Towels for 69c








Post Card Albums ded

## Ladies' Hight-Grade Boots and 

Dress Goods for Saturdy
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 From the celebrated ArnAdams, Massachusetts, a
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Choice Presh Cat Flowers


\section*{ <br> Groceries for Saturday <br>  <br>  <br> | Ton |
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TheMillinery Dept's Saturday Offer Men's Day in theStorefor:Men


$\$ 5$ to $\$ 8$ Boas and Stoles for $\$ 3.95$
T HESE are the pretty little comforting kind of Boas Not expensive at all-the way we are able to offer them to-morrow.

Corsets for Saturday
S ATURDAY'S attraction means a saring of 50 cents


## Children's Wash Dresses

H $\begin{aligned} & \text { ALF-PRICE } \\ & \text { day for these. They are well }\end{aligned}$ Ind day for these. They are well cut
ande. ring the girls in on
Saturday and fit them out for fine

$S^{P}$
ECIAL values and valuabl plan of --don't skip a word. Saturda First we offer-


## A Clearance ot Spring Shirts

 A spivenid spinins shirt busines hatereft ins withe


800 Sample Hats for Men at $\$ 1$

Men's Boots, \$4 Values for \$2.49
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10


## Men's Gloves and Hosiery

 $\pm= \pm=2 y=2$More Underpriced Umbrellas

20







For Women Who Make Their Own Blouses
"L LekY woman she has the time to sew." waists yourself this season, or have a sewing woman in to do some for you? It is one way of having distine-
tive things to wear, and a good way tive things to wear, and a good way.
See the Blouse Frontings we have Department is always quick to have whatever is new
and dainty.




Distribution of 10,000 White Waists

 min thear beauty emmanison anywhere $\pm 2 \pm+2{ }^{2}=2$
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## Real Lace Coatees in in tondiden <br> ist Floor

W E have a lot of London samples to sell to-morrow on sale just inside the Queen Street Entrance at price one-third off New York figures, and lower even than in London, where they come fres, and lower even the have used to display the new modes and effects.



