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## \section*{THURSDAY MORNINC} <br> Hockey S.hat $\div$ Checkers

Touma + Baseball Toomo Lade Baian +. Baseball in Taen Bating


## UNITED CIGAR STORES TORONTO



THE TORONTO WORLD

## OKeefes

 PILSENER LAGERBeer in the Light Bottle O'Keefe's "Pilsener" is its popularity Practically everybody - who prefers lager-orders O'Keefe's.
"The Beer with a Reputation"
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Mutt Goes Home, Disguised as Santa Claus, to Wish His Wife a Merry Christmas
By "Bud" Fisher

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DECEMBER 291910

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# Moderate Rally Occurs in a Dull New York Market 

## Small Advances in New York Market Moves in Narrow Groove

To Aggressivences io Trading in Wall street and Market Mon



| BUYERS ARE EXPECTING CHEAPER MONEY．－ |
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| WOrld Office |

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MAIN FLOOR ITEMS

## Hosiery and Gloves

 Resular 3Stockinge, tucced Girls 1-1 Ribbed Black Carhmene Izect to 10. Resylar 35c. Friday, pair, 19c.
 Women's Fime All-Wool Cashmere Clowes, black Men's Mule Leather Miitens, wool lined. wool

Meris Plain Black Cashmere Socks, seamleas. Women's SuedeFindsod Frecth Kid Clovea, good
sity, tan, gree, mode, all sizee. Recgular Ysc. Fri-

## Drug Sundries

50 Empultion of Cod Liver Oil, with Hypophoposhiten Olive Oil, in capaule, 60 drops each, 2 dozen in Wood Alcohol, pint botiles. Friday, 15 c Spirit Stove. Regglar 75c. Friday, 50c. Irizating Cañ, bett white enamel, 2 -quart size.
Regular 65 . Friday, 40 c. Tiubings.
Sivere Polisinge Cloah. Friday, 2 for 15 c.
Rubber Glove, bet quality. Regular $\$ 1.2$

## Clearing Lines from the Fancy Goods and

 Toilet Depts.




## Umbrellas



 Book Dept.

 $\$ 15.00$

Big Ribbon Bargain




## FIFTH FLOOR

 Wall Papers


 Doll Carriages and Children's Chairr: English Doll Carriages. Regular \$6.75.




## $\$ 1.50$ Palms for 89c

 (Bixth Yloor)Palms for 89
B9


## Carpets and Rugs

and conventional deeigns; all good colorings; 204 yand $5-8$ bordens to Regular $\$ 1.75$ and $\$ 1.50$. Made, laid and lined if bought on Friday for,
per yard, $\$ 1.39$
per yard, $\$ 1.39$.
2500 yards of Scotch Printed Linoleum, in block, floral, tile, parauet
and matting designs. Laid, if bought on Friday, for, per square yard, 39 c . and matting designs. Laid, if bought in Friday, for, per, squaral, yite, pard, 39 .
500 English Seamless Tapetry Rugs, in Oriental and other desigt 500 English Seamless Tapestry Rugs, in Oriental and other designs;
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ers, and laid every satisfaction; finished with invisible fasten-

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(SECOND FLOOR)

## (third RLOOR) <br> Women's $\$ 20.00$ Suits for $\$ 4.69$

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## Furs



 $\$ 4$ Royale Belt Corsets for $\$ 2.50$ Pair











## Nottingham Lace Curtains 98c


 and




## Dress Silks 59c Yard  <br> 75 c Velvet Cords 50c <br>  <br> Wash Goods Department





## Fashionable Dress Goods 39c





## Fine Cluny Table Cloths iroaity









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## Millinery Dept.-Ostrich Feathers

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## Women's Boots




## For Windows

Window Shades Reduced to 37c





$\$ 11.99$
$\$ 13.99$
$\$ 15.99$

DECEMBER 291910 3 SIMDPSONi=
MENS STORE ITEMS Men's Overcoats



 MENTS TWEED PANTS Regular Price $\$ 1.50$. On Sale Friday at 980
 BOYS FANOY OVERCOATS Regular Prices \$4.50, \$5.00, \$5.75 and 86.50 . Boys Heavy Fancy Iweed Overcoats, in rich dark
brown and grey mixed ground, with relf and fancy
thread stripes, cut in the latect doublebreasted Ruviinn style, with seif and neat tatest double-breasted Ruvelinn
treng, durable linings: also in in lains, lined with
kerrey
 red flannel lining; sizes 21 to 26 . To clear Eríday at
$\$ 3.49$.

## Men's Winter Caps 39c

 Men's Fur-Lined Coatt, black beaver cloth hells,
armot collars, black dogkin lined. Regular $\$ 25.00$ ioge, Co.Cart St : R quality imiten \& Carriage, Goa Cart or Sleigh Robebe, good
$\$ 1.75$. Friday, $\$ 1$.39. Friday, $\$ 1.19$.

## Men's Neck Scarfs 17c


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## basement

## China and Glassware


Fridey 51.29



## Groceries and Provisions




Yaliow Suest $101 / 1 /$ pound, 50 ocic


Choice Pink Salmon, per tin, 1 l c.
(Telephone Direct to Department.)
$21-2$ LBS, PURE OELONA TEA, 500 .
A blend of Indian and Ceylon Tea; one ton, Fi-

## Furniture Bargains (Fith Floor)





Furniture Re-covered Free of Charge
Save Only for Materials Used




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