

My Second Year of the Great War, by Frederick Palmer. Now Ready, \$1.35.

EATON'S DAILY STORE NEWS

Outfitting the School Boy From Cap to Boots

Smart, Serviceable Apparel at Prices That Typify Good Eaton Values

Spring Stocks of Boys' Shirt Waists Are Now Ready

Featuring Beautiful Patterns at 50c, 75c, \$1.00 and \$1.50

GREATER importance than ever before is given to color designs, in the new selection of Boys' Shirt Waists. The materials are dependable, good washing qualities, and the prices exceptionally moderate. Among the assortment of EATON-made Shirt Waists, those at 50c are particularly noteworthy. They are light grounds with beautiful stripe designs of blue, black or mauve. Have attached soft collar, draw string and breast pocket. Sizes 6 to 16 years. Each... \$1.50

Two Good School Boots for Boys

One in tan is made of good, heavy calfskin, in a rich dark tan color. The soles are Goodyear welted and the heels are military style and of solid leather. This boot is Blucher cut and has a medium wide rounded toe. Sizes 1 to 5. Price... \$4.75

Satisfactory Hosiery for Boys

KNEE PANTS necessitate the wearing of neat fitting and good appearing Hosiery, as well as strong, firmly-made Stockings that can withstand the wear and tear of boy life. Here are qualities that we recommend to wear and launder satisfactorily and which are very low-priced: Boys' Elastic-ribbed Black Cotton Hosiery, with seamless feet, reinforced knees, toes and heels. Sizes 6 to 10. "Multiplex Brand." Per pair... \$1.25

Smart Headwear for Spring Wear

PERHAPS the most popular headpiece among the larger boys is the Golf Style Cap. In four or eight-piece style we show an excellent assortment in new designs of shepherd plaids, pin checks, diagonal browns and grey stripes. All have bands in self material and strong linings. Price... \$0.50

Worn extensively in schools is the Varsity Style Cap. We show them in navy blue felt, in designs Maple Leaf, Boy Scout or Flags of the Allies. Each... \$0.50

Very Smart Hats for either small or large boys are in ralph style, with fancy diamond shape or hook-over style crown and made in an assortment of tweed patterns. Each, \$1.25 and... \$1.50

Examples of the Good Values in the EATON Selection of Boys' Clothing

Small Boys' School Suits \$4.00 and \$5.50, and Big Boys' Suits at \$7.50

REALIZING how hard it is for any boy to be careful with his clothes, especially at school, we've selected these Suits for their sturdiness of make and good-wearing qualities. Included are new pinch-back and belt effects in some new patterns that will appeal to the boy who insists on smart styles, and they are marked at prices that mothers generally pay for the boys' clothing. For small boys are mixed grey Tweed Suits, in some very neat patterns. Coat is plain at front and has two patch pockets. Back has fancy pleats and sewn-on belt at waist. Bloomers are roomy and have belt loops and strong knee band. Sizes 24 to 28... \$4.00

Today's Menu in the Grill Room: Fried Sausage Meat Squares with Brown Gravy, Mashed or Boiled Potatoes and Stewed Corn, Apple Pie with Ice Cream, or Baked Tapioca Pudding, Cream Sauce, Club Rolls and Butter, Pot of Tea or Coffee—50c



There's an economy lesson in our Clothes for Boys

ZILLEBEKE HEROES NAMED IN LISTS

Many Toronto Soldiers, Previously Missing, Are Presumed to Be Dead.

FIFTY-FOUR LISTED

Thirty-Three Local Men Have Made the Supreme Sacrifice.

Fifty-four soldiers who left Toronto or were known here are mentioned in the latest lists. Thirty-three of these are reported killed in action, two as having died of wounds, one as having succumbed to pneumonia. The fourteen wounded are reported killed in action because of the fact that all those previously reported missing since the battle of Zillebeke, June 8 last, are now listed as "deceased killed in action." Sgt. Albert Coleman, who made his home with Mrs. James Nutt, 915 Carlisle avenue, was killed at the battle of Zillebeke. He was 30 years of age and had been employed as a grocery clerk in Toronto.

draft from the 74th Battalion in Oct., 1915, and has been missing since Oct. 7, 1916. Lance-Corp. Jack Halliday, whose relatives live in Toronto, where he is well known as an engineer, is reported killed in action. He enlisted at Winnipeg. Trooper Jas. Couture, whose mother lives at Lewiston, Maine, enlisted in Toronto for service with the second contingent and has been missing since the battle of Zillebeke. He is now believed to have been killed. Was Well-Known Athlete. Pte. Frank Harford, 72 Hazelton avenue, is believed to have lost his life at Zillebeke. His mother was notified Saturday. Pte. Harford was a well-known athlete, and belonged to the Holy Trinity Athletic Club. He was 21 years old. Pte. Albert Priestly, who lived at 11 Sackville street, has been missing since June, and is believed killed. He had served in the Governor-General's Body Guard before enlisting with the C.M.R. He was 23 years old, and unmarried. Pte. A. E. Elford, formerly of 6 Lawson avenue, was killed in the fighting around Ypres, according to information received by his mother. He had been missing since last June. Pte. Howard Thomas Perry, 342 Harcourt road, is believed to have been killed in action. He went overseas in June, 1915, with the C.M.R., and has been missing since last June. He was 23 years old, and one of two sons of Mrs. A. L. Perry, Toronto. Pte. H. O. Long, formerly of 18 Chapel street, is believed killed. He enlisted with the 55th Battalion while on his way from Sherbrooke, Que., to the United States. His mother lives at Sherbrooke. Pte. J. Bennett, 6 Garnock avenue, missing since last June, is believed to have been killed. He came from Vancouver to enlist in Toronto with the 55th Battalion. He was 29 years old, and born in Ireland. Y.M.C.A. Man Killed. Pte. Edwin W. Phillips, according to information received by Mrs. Phillips at 175 Avenue avenue, has been killed in action at Zillebeke. He was 23 years old, and a well-known athlete in the Y.M.C.A. He was born in Kilmourne, England. Pte. Alfred Dalzell, a native of Ireland, who enlisted in Toronto with the C.M.R., had been living at North Toronto. He is believed to have been killed at Zillebeke. He was 22 years old, and married.

Smart, Serviceable Gloves for Boys

THE selection in the Boys' Glove Section comprises various reliable brands, both for school and dress wear, and we recommend the following: Boys' Unlined Tan Cape Gloves, with one dome fastener, prix sewn seams and cord points. Sizes 5 to 12 years. Per pair... \$1.00

The Store's Conveniences

The Waiting and Rest Room, Third Floor; the Information Bureau and Post Office, Main Floor; the Free Parceling and Checking Desk, in the Basement.



T. EATON CO.

RETURNING MEN WERE ON LACONIA

Passenger List Included Eight Who Left Toronto Last Week. THEIR FATE UNKNOWN So Far No Definite Word of Loss of Life Has Come to Hand.

One of the passengers of the ill-fated Laconia, which was sunk by a German submarine, was Lieut. Russell D. Bradshaw, of the Royal Flying Corps. He is a son of I. D. Bradshaw of 2 Schofield avenue, and left home a week ago Saturday to rejoin his corps, with which he had been serving since last February. Although a medical board had thought him still unfit for active service he was very keen to return, and left before his turn was up. To expedite his departure he had his booking transferred from the Missisquoi, which had been cancelled for troops, and sailed on the torpedoed liner from New York. His mother was greatly perturbed over the disaster, and told of how she had tried to persuade her son to remain at home until fully restored to health. His eagerness to return made him forego her request, assuring his mother that if anything happened he would be prepared for the emergency. His sister was down-town when she saw the notice on a bulletin board that the Laconia had been torpedoed. Lieut. Bradshaw was born and received his public school education in Toronto, but subsequently attended Woodstock College. He was employed later with the O'Hara brokerage firm, but relinquished his position with them to go overseas and join the flying corps. After several months' service at the front, he was invalided home suffering from rheumatism. He has two brothers in khaki, Lieut. W. J. Bradshaw being now in France with the 30th Battery, and Pte. Herbert Bradshaw is with one of the units at the Exhibition grounds.

OTHER TORONTO PASSENGERS

Flight-Lieut. E. Sydney Duggan of 336 Huron street, was returning to England after spending three months' furlough at his home, granted him after he had been wounded in the shoulder. He is 26 years of age and left here a year ago, after having graduated from the Curtiss Aviation School at Long Branch, and was attached to the Royal Flying Corps. The addresses of the other six passengers were not obtainable at any of the local booking offices yesterday. William Irvine Robinson was booked for the first cabin along with the two aviators. Following are the names of the five who traveled in the second cabin: George A. Foster, William Hartnet, Thomas E. Parker, Frank Pauling and Henry C. Pope.

Horses in Serious Danger Of Being Electrocuted

Snapped thru contact with the dome of a boiler which was being conveyed on a lorry belonging to the Don Cartage Co., 1 Scott street, from the rear of the Petrie Co. building, Station street, yesterday afternoon, a trolley wire wound itself around the lorry and boiler, charged the whole with electricity, and tied up street car traffic along Station street for over an hour. There were two teams of horses attached to the lorry, and they became frantic with fright as the wire sizzled around them. Order was restored by a man with an ax, who cut the wire and set the load free.

IS CHARGED WITH THEFT.

John Freeman, 117 George street, employed as a night porter at the Carlisle Hotel, was taken into custody last night by Acting Detective Walter McConnell on a charge of stealing silver cutlery to the value of \$10. "Does he think as you do about it?" "I don't know. But he agrees with me," -Browning's Magazine.

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The Toronto World

FOUNDED 1856. A morning newspaper published every day... WORLD BUILDING, TORONTO. NO. 40 WEST RICHMOND STREET.

TUESDAY MORNING, FEB. 27.

Resources Must Be Conserved

Dr. Macallum, chairman of the new council of research, addressed an important meeting of the Canadian Institute on Saturday, in which he dwelt upon the enormous burden of debt which the war, since it may, will leave upon the world.

READY! AYE, READY! AWAITING GERMANY'S NEXT MOVE

change the whole commercial situation in the United States. The farmers and manufacturers of the middle west, who up to date have been pacifists may soon become bellicose.

READY! AYE, READY! AWAITING GERMANY'S NEXT MOVE



Every member of the great War Veterans' Association, and guaranteed on the behalf of the committee that the financial side would be well cared for.

THIRTY VETERANS OFFER TO GO BACK

Volunteer to Form Nucleus of Great War Veterans' Draft.

A SPLENDID MEETING

Campaign to Recruit New Company Gets Off to Fine Start.

Thirty veterans of the great war voluntarily stepped out to the initial meeting of the Great War Veterans' Association.

Their Records Are Deeds.

Sir William Mulock, introduced as a Fenian raid veteran, told the members that he had addressed many meetings, but that never had he addressed any audience of men whom he respected so much.

ITALIAN AIRSHIPS DROP TONS OF EXPLOSIVES

Dirigible Damage Austrian Railway Stations and Aviation Ground.

FRENCH ATTACK ENEMY SALIENT NEAR TAHURE

Successful Raid Enables Ally's Troops to Take Some Prisoners.

BRITISH RETAKE KUT-EL-AMARA

exploited. During the following night our patrols pushed forward boldly, maintaining close contact with the enemy.

WAR SUMMARY THE DAY'S EVENTS REVIEWED

(Continued From Page 1.)

maintained that the key position of the Germans in northern France was the watershed between the Somme and the Scheldt.

As to the belief that the Germans are retiring to shorten their lines, it is hardly true, for their front still extends about Soissons and any withdrawal eastward while they retain the heights of Soissons, lengthens their front.

Kut-el-Amara fell rather suddenly. Frightened by the successful crossing of the Tigris in the Shumran bend, upstream from Kut, the Turks, it appears, stampeded from the town and even from the Sannaiyat position and they have begun a full retreat towards Baghdad.

The advantages gained by the British from the occupation of Kut-el-Amara include the securing of a strong base for further offensive operations against Baghdad and the opening up of a new line of supply for Russia by way of the Persian Gulf.

Strategically considered, the fighting in Mesopotamia is the envelopment of the Turkish left wing by the British right.

President Wilson formally applied to the United States congress yesterday for legislation to permit him to protect the lives and property of Americans on the sea.

Andrew Bonar Law, chancellor of the exchequer, announced yesterday that the total amount of new money subscribed to the British war loan is five thousand million dollars, or in American parlance, five billion dollars.

BITTER ONSLAUGHT UPON LORD FISHER

"He Deserted His Post Like a Traitor," Admiral Meux Charges.

SCENE IN COMMONS

Intrigue to Restore Lord Fisher to Office Alleged by Accuser.

New York, Feb. 26.—An Associated Press cable from London this afternoon says: Admiral Sir Hedworth Meux, member of the house of commons for Portsmouth, at which port he is commander-in-chief, in criticizing in the house today those who wished to bring Lord Fisher, former first sea lord, back to the admiralty, said: "Lord Fisher deserted his post like a traitor."

MORE ABOUT THE H. C. OF L.

With all commodities soaring in price, it behooves the buyer to look for full value in every article.

WHEN BUYING MATCHES SPECIFY EDDY'S

Their quality is beyond question, but besides this every box is a generously filled box.

TWO AMERICANS ON LAONIA MISSING

(Continued from Page 1.)

mounted at. The report that the ship was torpedoed at night and without warning, indicates that no opportunity was given to make use of the defence gun, according to officials of the line.

SURVIVORS LANDED.

London, Feb. 26.—United States Consul Frost, at Queenstown, telegraphed the American embassy here today: "The survivors of the Laconia were: 10.50 Sunday night. Two hundred and seventy-eight survivors landed. Details lacking but known some missing, one dead."

BRITISH RETAKE KUT-EL-AMARA

(Continued from Page 1.)

"The fighting has now become of an open character and our forces are disposed on a wide front, it has not yet been possible to ascertain fully the extent of the Turkish losses in men and materials."

ITALIAN WAR LOAN IS WELL SUBSCRIBED

More Than Four Hundred Million Dollars Received Thus Far.

Rome, Feb. 26.—Official announcement was made here today that the subscriptions thus far received for the new war loan amount to 2,200,000,000 lire. Of this 1,470,000,000 lire is new money.

AT THE AD. CLUB TODAY.

"Personality in Salesmanship" is the title of a talk to be given before the Toronto Advertising Club at 12.20 p.m., at the St. Charles Hotel, by Mr. W. J. Irvine, manager of sales for Toronto of the National Cash Register Company.

Tonnage Condemned by Foo Has Reached a Large Total

Berlin, Feb. 26, via Sayville.—Merchant shipping, aggregating 4,985,500 tons, belonging to entente and neutral nations, has been destroyed or condemned as prizes by the central powers since the beginning of the war, it was officially announced today.

THE COMPANY IN WHICH YOU WILL PROVE MOST BEING EXPENSIVE TO YOU.

Other Canadians on board were: Ben. Hawkes, Galt; Arthur Holland, Montreal; H. G. Pope, St. Catharines; Frank Paulding, Vancouver; William Egan, Montreal; Frank Ervin, Winnipeg; Guss Hansen, Peasohland, B.C.; Fred G. Holden, Montreal; E. J. Ingham, Montreal; Mrs. Irwin, Montreal; Robert Marshall, Vancouver; Robert Moore, Montreal; Mrs. J. M. Reid, Vancouver; Mr. and Mrs. W. Rowley, Winnipeg; Mr. and Mrs. W. Willis, Montreal; and Fred Sage.

Advertisement for O'Keefe's Imperial Lager. A Sparkling, Satisfying Lager. Many people cannot tell the difference between O'Keefe's Imperial Lager and imported lagers. You will find all the flavour, sparkle and purity are maintained in O'Keefe's IMPERIAL LAGER. On Draught at all Hotels. Tell your Dealer to send you a case for your table use. Be sure you get O'Keefe's. THE O'KEEFE BREWERY CO., LIMITED TORONTO, ONT.

Vertical text on the far right edge of the page, including names like EIDERD, COTTON, VIVELL, JOHN, FOR, and various small notices.

Curving Semi-Finals on Tonight Hockey First Game of Junior Finals Baseball Amateurs Getting Ready for Season

FOUR SINGLE RINKS STILL IN RUNNING

Owing to Mild Weather Semi-Finals Were Postponed Until Tonight.

There was no curling last night in the single rink competition owing to the snow. Consequently the semi-finals will remain on until the evening of the 27th...

HOW THE BATS OF THE MIGHTY HAVE SPOKEN

Table with columns: Year, Wagner, Lajoie, etc. showing statistics for various years.

THE N. H. A. STANDING.

Table with columns: Club, W, L, P.C., P.C. showing standings for various clubs.

COMMISSION FOR HAMILTON BALL

Three Appointed to Reorganize Ambitious City Association—Medals Presented.

The inaugural meeting of the Ontario baseball commission for this year was held in the A.A.U. of C. office, 22 College street, on Monday night.

AURA LEE WILL BE WITHOUT M'KAY

Star Defence Player on Sick List—Fans Got Their Tickets—Gossip.

Willie Maraden will lead his Aura Lee clan into Kitchener tonight for the first game of the junior finals. It looks like a tough spot for Willie to pick out...

Spring Weight Top Coats

Keen Close Watch on the Big Minors Inter-League Series Will Be Focus of All Major League Eyes.

The National and American League magnates and the National Commission will be watching the International League and the American Association with eagle eyes this season...

KEEP CLOSE WATCH ON THE BIG MINORS

Inter-League Series Will Be Focus of All Major League Eyes.

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MAY HAVE ARTIFICIAL ICE RINK AT SARNIA

The skating season, which opened at the Sarnia hockey team to bring down any honors this season has not disappointed the promoters and followers of the game in this city...

SEMI-FINAL TOMORROW

The Toronto hockey fans have no complaint to make. The tickets for the first game of the senior finals will be taken along with the junior finals...

BRITISH SOCCER LEAGUE RECORDS

Table with columns: Scottish League, P, W, L, Goals, etc. showing league records.

New League Takes Up the Challenge

Spouting Editor Words: In your Foot-ball Notes of today I notice one paragraph of the secretary of the T. & D. F. A. P. club...

Ridley College Rugby Star Writes of His First Experience Under Fire

In a letter to his brother, Beverley Garrett, of 56 Maple avenue, Dudley Garage, the well-known Ridley College and Argonaut rugby player...

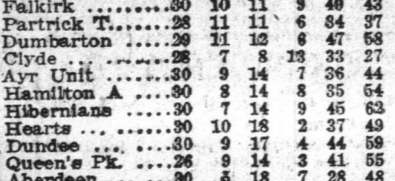
JOCKEY CLUB WILL NOT INCREASE STOCK

Hamilton Secretary Says He Knows Nothing of Application to Government.

NO MORE CLUBS PUT IN ENTRIES MONDAY

There were no more entries put in at the meeting of the T. and D. directors last night and the league will be composed of eleven teams.

DR. SOPER DR. WHITE



SPECIALISTS In the following Diseases: Piles, Protruding Rectum, Hemorrhoids, Catarrh of the Rectum, etc.

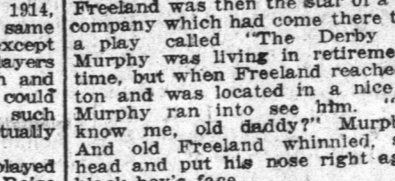
REWARD \$1,000.00

For information that will lead to the discovery or whereabouts of the person or persons suffering from Nervous Debility, Diseases of the Mouth and Throat, Blood Poison, Skin Diseases, Bladder Troubles, etc.

BAN JOHNSON AGAINST CHANGE IN WORLD'S SERIES

Chicago, Feb. 26.—Ban Johnson, president of the American circuit, is a standard-bearer on players' rules and the present method of conducting the world's series, he stated today.

WILSON'S BACHELOR CIGAR



Hand-made by experts in Canada's finest and most modern plant.

DR. SOPER DR. WHITE

Specialists in various ailments including Nervous Debility, Blood Poison, etc.

WAR LOAN SURP

New Month Bills Are in...

KEEP CLOSE WATCH ON THE BIG MINORS

Inter-League Series Will Be Focus of All Major League Eyes.

REPEAT IN THE NATIONAL

New York, Feb. 26.—The Brooklyn Club of the National League, champions of the circuit presided over by John R. Mackay...

CHALLENGES WORLD IN ROUGH AND TUMBLE

San Francisco, Feb. 26.—Is wrestling more effective than boxing? At Williams wrestling instructor for the Olympic Club...

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NOW FIRM FRUIT DEAR

on This Market a Firmer Agency.

ES ADVANCE

Ons Are Still Top Quo- tions.

Next on the list to... also is slightly... arrived yesterday, H... which are... basket crate.

had a car of No... respectively; a car of... of \$4.50 to \$5... No. 3 Ben Davis... of mushrooms.

had a car of Nova... selling at \$5.50 to... \$2.50 per bushel... \$2.50 per bushel.

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WILSON'S SPEECH LIFTS UP STOCKS

Shipping Shares at Once Be- gin to Record Gains.

U. S. STEEL ADVANCES

Oils Develop Unusual Activ- ity—Equipments Also Become Strong.

New York, Feb. 26.—President Wilson's... to Congress regarding authority... arm American ships, and recommend...

Trading was almost at a standstill... of a favorable character, and equipment... were issued excerpts of the president's...

High-grade rails, aside from Reading... and Union Pacific, which made moderate... gains, were dull without material...

Trading is admittedly very dull on... the Toronto Stock Exchange. No one... feels inclined to assume new obliga-

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HOLLINGER OUTPUT DECREASED FURTHER

Cut in Dividend Disbursement Will Leave Comfortable Monthly Surplus.

The wisdom of the course decided upon by the Hollinger directors with regard to the cutting of the dividend in half is demonstrated by the four weekly reports to the shareholders sent out yesterday.

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THE DOMINION BANK

Notice is hereby given that a dividend of three per cent. has been declared upon the paid-up Capital Stock of this Institution for the Quarter ending 31st March, 1917, being at the rate of twelve per cent. per annum, and that the same will be payable at the Head Office of the Bank and its Branches on and after Monday, the 2nd day of April, 1917, to shareholders of record of 20th March, 1917.

By Order of the Board. C. A. BOGERT, General Manager.

Record of Yesterday's Markets

Table with columns: TORONTO STOCKS, STANDARD STOCK EXCHANGE, and various stock names and prices.

Table with columns: NEW YORK STOCKS, and various stock names and prices.

Table with columns: MONTREAL STOCKS, and various stock names and prices.

Table with columns: TORONTO SALES, and various commodity prices.

Table with columns: MONEY RATES, and various financial rates.

Table with columns: STANDARD SALES, and various commodity prices.

Table with columns: DULL DAY IN MONTREAL, and market news.

Table with columns: COBALT ORE SHIPMENTS, and shipping data.

UNEVENTFUL MART IN MINE STOCKS

Pete Lake Fairly Active and Firm—Trading Professional in Tone.

Moderately active trading of a distinctly professional tone characterized the mining market yesterday, with transactions a little above the hundred thousand share mark.

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HERON & CO.

STOCKS BONDS GRAIN MINING SHARES UNLISTED SECURITIES

4 COLBORNE STREET, TORONTO

BOSTON NEW YORK PITTSBURG BUFFALO DETROIT MONTREAL

MARK HARRIS & CO. BROKERS

Standard Bank Building, Toronto

Utmost in Service

With the general range of prices apparently on bottom, authentic news from the mines of Porcupine and Cobalt is of inestimable value to those seeking success in this market.

HAMILTON B. WILLS

42 New Street, 1504 Royal Bank Bldg., 231 White Bldg., 25 E. Main St., Buffalo, N.Y., Rochester, N.Y.

TEMISKAMING SHAREHOLDERS

We strongly advise shareholders to get full information from the Directors of the Temiskaming Mining Company regarding terms of the proposed Kirkland Lake deal, before giving proxies to interests opposing the plan.

J. A. MCCAUSLAND & CO., STOCK BROKERS

12 KING ST. E. TORONTO.

BUY BUTTE-DETROIT

WM. L. CREDEN, E.M., Managing Director.

J. T. EASTWOOD

24 KING STREET WEST.

Temiskaming

WE ARE OPPOSING THIS STOCK PURCHASE AND ITS ATTENDANT EVILS, AND WILL SEND SPECIAL CIRCULAR UPON REQUEST TO THOSE INTERESTED IN

ROBT. E. KEMERER & CO.

108 BAY STREET - - TORONTO

E.R.C. CLARKSON & SONS

TRUSTEES, RECEIVERS AND LIQUIDATORS

Established 1864. Clarkson, Gordon & Dilworth

oil stocks

A remarkable disparity between intrinsic investment value and market price on the one hand, and low market price on the other, is clearly proven in a special circular...

CAFERRON & COMPANY

225 South La Salle Street CHICAGO

FLEMING & MARVIN

1102 C.P.R. BLDG. MAIN 4028-9

WM. A. LEE & SON

REAL ESTATE, INSURANCE AND FINANCIAL BROKERS

J. P. CANNON & CO.

STOCK BROKERS

Investment Yields

At present prices high-grade Porcupine and Cobalt securities return from 6 to 37 per cent., and thereby offer an unusually attractive investment opportunity.

F. C. SUTHERLAND & CO.

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