# The Toronto World 

Office for Rent Fin minumo too.

### 1.69


Mitanam hat
 eras
inter

1 lapel, natural lues Market

## 

- wat min
, Nos
con midis

ON wimitay



## SELLERS-GOUGH <br> The Largest Exclusive Fur House in the British Empire

# Startling Climax To Gigantic Sale 

## Ladies' Fur Coats Sacrificed Below Cost

Ladies' Persian Lamb Coats Of Unsurpassed Beauty Exclusive models made from the finest quality Persian Lamb skins and lined with the finest importh silk, brocartest and latest styles direct from New York and Paris. Pelts are flawless. Workmanship, fit and and Paris. Pels. All sizes and
finish is perfect.
lengths. At one astounding price

Friday and Saturday Toronto will see the greatest sacrifice of Fur Coats ever attempted in this city. With the selling season far advanced we are confronted with a large stock of Hudson Seal and Persian Lamb cour stock of these icipating a record season, we spared no expense to We never had a finer or oats the most wonderful ever gathered together. larger stock of Ladies' Fur Coats.
tyles are exclusive Pelts are perfect-luxuriously rich in appearance, and Styles are exclusive. Peits are perfect-luxuriously rich in
wonderfully well wearing. The workmanship is the finest.
wonderfully well wearing. The regular way for $\$ 200$ to $\$ 300$. The sale price These Coats would sell in the regular possible of $\$ 139$ is less than factory cost. These have such an opportunity.

## P6. 75 <br> EEN I, LIMITED onge St.  


> $\$ 200$ T0 \$300
> LADIES' PERSIANLAMB
> and HUDSON SEAL COATS FOR


## FRIDAY and SATURDAY ONLY

Do you realize the full meaning of this magnificent offer? The heavy financial loss which we are willing to bear in order to clear out these nots is your opportunity. Make this tremendous saving now. Be at coats your opor the models on which we have so lavishly expended money to make them the choicest in we have so lavishly expended money to make them the choicest in
Toronto. Our stock will not last long at this price. Be on hand early.

A lady's comment'Tastes better-goes farther.'

LARGE SUM REALIZED Almost Seven Thousand Dollar Made by Various S

## RedRose <br> women physicians  Meedical Amsociaition Hold

 Amuual Meting.


## GOLD AND $\frac{\text { Brads. }}{\text { Bronze }}$ "CRAZE"

 Bright Colors Are Also Popuwith Contrasting stripe

## Bound in Limp Leather



For One-Forty-Eight and One Coupor CLIPPED FROM
TODAY'S WORLD
At The World Office, 40 West Richmond Street, Toronte and 40 South McNab Street, Hamilton.

## :-: <br> :-: <br> :-: <br> By Sterretl

LITTLE THINGS COUNT
Even in a match you should consider the "little thing""
-the wood, the composition, the strikeability, the
EDDY'S MATCHES
are made of strong, dry pine stems, with a secret per-
fected composition that guarantees ""very match a lighter." Sixty-five years of knowing how-that's the
All EDDY products are dependable-always.

## Nervous Dyspepsia

The Modern Scourge and How to Meet it. The speed at which we live the hustle now
necessary for success have unfortunately a very adverse effect on the nervous and digestive systems
of Canadians. The baneful results, increased lately to an alarming degree, often lay the seeds of more
deadly trouble, but it will be satisfactory to learn of the ever-increasing popularity in the Dominion; of the Great Dr. Ramsay Colles, J.P world, says: - "I have great pleasure in expressing my matisfaction as to the curative effect of of
Dr. Cassell's Tablets in cases of nerve treates my notice I am able to form the opinion that Dr. Cassell's Tablets constitute a safe and reliable
family remedy, and appear to be specially effective for nerve and bodily weakness." therapeutic value in all derangements of the Nerve, Ditgestive, and Functional Systems in old or
 Exhaustion, Loss of Flesh, and Premature Decay. Specially valu
$\qquad$
Dr.Cassells


Britains Greatest Remedy


$$
1
$$





 SPERANZA MUSICAL CLUB
HEARS OF FRENCH OPERA Miss Hope Morgan Gives Inter--


 dainties was sent to the Convalescen
Home on College street on Wednestay
GRACE DARLING OFFICERS.



RETURNED SOLDIERS
$\qquad$




## Service

## The Best Service

We ask your patronage on merit --- not sentiment.

We operate tour Niagara lines. Two lines loaded; two lines reserve.

In addition to this, we maintain our Toronto steam reserve and large storage batteries, in order to supply our customers the best regulated, continuous service science has yet produced.

Our answer to Hydro Engineer Gaby's published comparison of our new rates appears herewith.

Allow our salesman an opportunity to explain the new rates---it will be mutually helptul, and will involve no obligation.

## The Toronto Electric Light Company, Limited

12 Adelaide Street East

Phone Adelaide 404

gridat mornavg
The Toronto Woridd影部



RECRUTING LEAGUE





## $\stackrel{\rightharpoonup}{\bar{Z}}$

MEETS TWICE AMONTH



JANUART 141916 PPEME TALK BEDECKS CHANCELLORS SPEEMH This Was Assertion of His wife
Suing Him for Ali-
mony.
ECHQES

Opening od
Opening of Prusian Diet Mark
ed by Moderatiton in
Language
ALLIES STLLL
BLAMED National Plumbing Supply $\begin{aligned} & \text { Co } \\ & \text { Pays for Injuries to Chiltoren }\end{aligned}$ Pays for Injuries to Ch,
by Motor Car.


Von $\begin{aligned} & \text { Bethmann } \\ & \text { Responsibility } \\ & \text { Rests on }\end{aligned}$

 In rea
uncone
reaned
gong
our ene
 $\qquad$

$\qquad$





BRITAN WILL TIGHTEN
BLOCKADE OF GERMANY





## 



## 4




## Curling FORD DOWN GOOOYEAR UNITED DRUG BEATEN

Now Then, Men, Here is the Season's Outer Garment Opplortunity

## 69 Men's London-Tailored Ulster Coats $\$ 25$

 , ind

If

Just 69 of them by actual count, and the balance of the seale most desirable of high-grade London-tailored garments-



It's next to sensational to be offering them at so
generous a cut in the regular prices; but, from

 will be the most acceptable and useful to the men who want them; and at a price which makes then Thesist Scotch and Enclish woollensThe best Scotch and English
plendid range of colors-
Exclusive and unusual pattern
Single and double-breasted-
Some with and some without storm cuffsSizes 34 to 42 chest-
oublehead



## Friendly <br> First Day

 Matches





At Montreal

|  |
| :---: |
|  |  |
|  |  |
|  |
|  |

## ED. MACK'S WINTER SALE

Semi-ready Tailoring Society Brand Clothes STARTS TODAY $\underset{\substack{\text { Suits } \\ \text { Overcoats } \\ \text { Ulsters }}}{\$ 12 \text { to } \$ 18}$ There is no sale of men s clothing that ofers
such chances to save money and make money.
You can accept this statement as an absolute fact. We have held semi-annual sales for years. The can be questioned. So when you buy Semi-ready and Society Brand clothes at the above prices, you are getting you
money's worth. Don't miss this chance.
ED.MACK, LIMITED public have learned that we make noclaims that

$\$ 35, \$ 45, \$ 50$ values. Friday

Fairweathers Limited



High Park and Q. C.

 Watch League Games Of Baseball in Paris

## 

167 YONGE ST



THE TORONTO WORLD

## MEN'S SUIT SALE $\$ 12.50$

VALUES leading up to $\$ 15$, $\$ 18$ and $\$ 20$. Almost any man in Toronto can afford to pay $\$ 12.50$ for a suit that formerly sold for $\$ 15, \$ 18$ and $\$ 20$. This lot of suits involves plain and fancy mixtures in cheviots, imported and domestic tweeds, formerly $\$ 15$, $\$ 18$ and $\$ 20$; special at $\$ 12.50$.

## Hickey's

 97 Yonge StreetONE RAEE CALLED AFF
AND MANY SCRHTHESS
Eat Dtetet Wot Fast pace in Straight Heats-A Local
mint min





| Three Handicaps at |
| :--- |
| New Orleans Decided |





2y

## P. BELLINGER, Limited Shops of Fashion-Craft

 Startling Clothes ValuesSecond Week
FASHION-CRAFT SALE Great as, were the values offered last week at the shops of Fashion-Craft, the values for this week
are even more amazing. There are wenderfulty smart suits, in rich, splendid-fabrics. And fine
俍


fabrics Big, loose uisters,
fabrics, Big, loose ulsters, backs. Smart, form-fitting coats with self or velvet collars. Swagger, slip-ons and standard Chesterfields. All in unrivalled fabrics, and every coat outstanding value every coat outstanding \$16.50 P. BELLINGER, Limited 22 King Street West 426 Yonge Street 102 Yonge Street


By G. H. Wellington
Cedric is the Lucky Do8
That Son-in-Law of Pa's

Man Mamper

## т.в.c. EXCURSION BUFFALO

$\$ 2.70$ Return
Saturday, Jan. I5

Today's Entries
 $=5$















Man
TO BOX FOUR ROUNDS

|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


| Suspenders |
| :---: |
| Lisle with leather end |
| 35 |
| Garters |
| arap price 25. |
| 20c |


| $\$ 1.65$ <br> Ik Pajamas $\$ 2.85$ |
| :---: |
|  |  |
|  |  |
|  |  |





|  |  |  |  | Properica For |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| CALIFORNIA CELERY ADVANCES IN．PRICE | －H．PETERS <br> Wholesale FRUIT and VEGETABLES 88 Front st．Eaśt，TORONTO |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  | Desirable Offices FOR RENT in The temple builing |  |  |
|  | STOCKERS OF QUALITY |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  | 边 |  | Panommucemat max |
|  |  |  | WWANTED |  |  |
|  |  |  |  |  | $\xrightarrow{\text { rio．Company．Limited．Haminto }}$ od， <br> Personals． |
|  |  |  |  | \％ | Mum |
|  |  |  | Anation Stae |  |  |
|  |  |  |  |  |  |
|  | 20\％ |  | SUCKLING \＆CO． |  |  |
|  |  |  |  |  |  |
|  |  |  | Noman |  |  |
|  |  |  |  |  |  |
|  | \％ax mix |  | 边 | Framm Wanted |  |
|  |  |  | 2ism |  |  |
|  |  |  |  | Apertment |  |
|  |  |  |  |  |  |
|  |  |  |  | Anter |  |
|  |  | －${ }^{\text {ctubutu }}$ | Mortase |  |  |
|  |  |  |  |  | $\frac{\text { Docer }}{\text { and }}$ |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  | \％ |  | Demitry |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | 20 2 | Etate Nobicem |  | Lve Eist |
|  | 4 | $=5$ |  | 边 |  |
|  |  |  |  |  | Buidion Maceial |
|  |  |  |  |  |  |
|  |  |  |  | \％omen | and |
|  |  |  |  | SHERIF＇S SALE | － |
|  |  |  |  |  |  |
|  |  |  |  |  | Pateots end Leath |
|  |  |  |  |  | Contrater |
|  |  | SLIVERSTOCKS STRONG AT MINNG EXCHANGE |  |  |  |
|  | Cheaper than |  |  |  |  |
|  |  |  |  |  | Meatal |
|  |  |  |  |  | Patents and Legal |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  | まuix wixi wix |  |
|  | Swift＇s Cotosuet <br>  <br>  Swift Canadian Co．it Lumted． |  |  |  | Roomm mad |
|  |  |  |  |  | 込 |
|  |  |  |  |  | ${ }^{\text {Pamm }}$ |
|  |  |  |  |  |  |
|  |  |  |  |  | 为 |
|  | is Certificat |  |  |  | Avition |
|  |  |  |  |  |  |
|  |  |  |  |  | Moter Can For |
|  |  |  |  |  | man |
|  |  |  |  |  | Chiopratorn |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## Curtains and Materials



Good Values in Furniture

 Brase
Brame
Trimmed Iron Beastead minto






Carpet Bargains






## Sewing Week Bargains

Real Economy for Friday Shoppers SUITINGS AND DRESS GOODS
$\qquad$


 IVORY JAP habutai at 69c
$\qquad$


 Reguar P1.60. Frraay,
 27 -inch Heavy White Crepe, for nightwear, etc. Regular 25 c. Frtday bargain
$\qquad$



## LINENS AND STAPLES






Frlaay, 22 e.
NOTIONS
Clapperton's, Sowling Cotron, black
and white, all numbers, Friday, 388







 Ertiay, 280 日et,

WASH LACE INSERTIONS
from our winter sates. Regular
$20 \mathrm{c}, 25 \mathrm{c}$ to 40 c dozen. Regiday
asoo yardo of Embrotaerines, varicty
of patterna, fnest of English long
 trimmings
Bead and silk bandings, suth Bead, and silk bandings, surb
able for recepton and concert
drésses, superb colorings in beads and sequin, also black or lory

Brush up" for 1916. Get in a stock of shirts, underwear, et cetera, while the "getting is good"! Each day now in the men's store gives you splendid chances to replenish your wardrobe, at prices much below the ordinary. Don't pass by such opportunities to save on your purchases. Read today's list.

\$1.25 Shirts at 69c

Work Shirts 44c English and Canadian drill and denims; black, black and white
strip, bue chambray, English Ox-
ford, blue engineers' ford, blue engineers'; sizes 14 to 18.
Regular $50 \mathrm{c}, 65 \mathrm{c}$, 89 c . On sale Fri-
Men's $\$ 13.50$ Ulsters $\$ 7.95$
Of English tweeds; browns and grays, in winter weights; cut single-breast-
ed; 50 inches long, with back belt and convertible collars; sizes 36 to 44 . FriMEN'S $\$ 13.50$ SUITS, FRIDAY, $\$ 7.95$
English tweeds, brown or gray stripe patterns; cut in single-breasted sacque TWEED TROUSERS, \$1.25.

## ,

## Boys' Winter Ulsters $\$ 6.85$

gular $\$ 8.00, \$ 9.50, \$ 10.00$ and $\$ 12.00$. 84 Stock Ulsters, double-breasted modeles, with wide convertible collar and
belted back, full fitting with wide esoulders and serge linings, brown and gray
gitel English and Scotch ulsterings, diagonal and small
35. Friday bargain, $\$ 6.85$.
BOYS' $\$ 5.00$ AND $\$ 5.50$ OVERCOATS AT $\$ 2.95$.
85 Brown and Gray Cheviot Tweed Overcoats, with flannel linings;
double-breasted styles with all-around belt; sizes 3 to 8 years. Friday bargain, $\$ 2.95$.
BOYS' ENGLISH TWEED SUITS, $\$ 3.95$.
92 Double-Breasted and Yoke Norfol
92 Double-Breasted and Yoke Norfolk Suits, with full fitting bloomers, in
brown or tan-brown tweeds; sizes 26 to 30 : Regular $\$ 6.00, \$ 7.00, \$ 7.50$ and
$\$ 8.00$. Friday bargain $\$ 3.95$. brown or tan-brown tweeds;
$\$ 8.00$. Friday bargain, $\$ 3.95$.

## Men's Fur-lined Coats



Men's Caps 45 c




Umbrellas $\$ 1.00$



Men's 50c Fleeced Underwear at 39c
 Nickwnat, 1 vo;, foor boe




 ${ }_{\text {at }}^{\text {atag }}$ a

Seven Exceptional Bargain Lots of Boots

## WOMEN'S BOOTS FOR $\$ 1.25$ TODAY.

400 pairs only, button and lace styles;
kid, tan calf, and patent leathers; four sole
seven toe styles; five widths; sizes $21 / 2$ to $41 /$ MEN'S RUBBER BOOTS, TODAY, 99.
MEN'S RUBBER BOOTS, TODAY, 99c. 400 Pairs Heavy Rubber Boots, in lace and buckle styles; dull gum
and snag--proof duck; rolled and plain edge soles; solid and low heels sizes $10,11,12,13$. Regular $\$ 2.00$ to $\$ 2.50$. No
Friday, 99 c.
MEN'S
600 pairs, suitable for any and every purpose; button and lace styles,
in gunmetal calf, box kip, dongola kid and black buffed elk leathers; single and double weight soles; styles and shapes to suit the office man
or laborer. Men's boots at Friday's price are real bargains these days; all sizes. Regular $\$ 2.50$ to $\$ 3.00$. Friday, $\$ 1.99$.
BOYS' BOOTS, TODAY, \$1.69.
eathers arirs Boys button and Lace Boots, that will. stand hard wear eathers are box calf, box kip and gunmetal calf; best solid leather soles;
round and wide toes; lined and unlined styles; school, street, dress and work boots; all sizes 11 to $13 \mathrm{I} / 2$. Regular $\$ 2.00$ to $\$ 2.50$. Friday bar
gain, $\$ 1.69$.
600
PAIRS
Friday, 19c.
300 PAIRS WOMEN'S ALL-FELT BOOTS.
Broken sizes. Regular $\$ 1.75$. Friday,
CHILDREN'S SLIPPERS, 19c TODAY
500 Pairs House Slippers, in brown and gray camel-hair cloth, fel
soles, leather covered, turn-down collar styles. Regular 45 c to 65 c . Fri

Belfast Handkerchiefs

 Hosiery and Gloves










Towels and Bedding




China and Glass at
Today's Prices





 chimpank wix

 $5=5=$

## Enamelware and

 Kitchen Hardware





## The Week-end Marketing

Telephone tonight, 5.30 to 10 o'clock, for provisions to go by Early Delivery Saturday TELEPHONE ADELADE 6100

## 







Fruvr mp viman huse






