


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

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| $\bigcirc$ BORDEN'S |  |
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## To-Day's Entries

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JACK SHEEHAN


ARCHER'S

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REAL GOOD WINNER


OCCASIONAL SPECIAL

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| DAVY LINDON'S Real Inside Information.One Horse a Day OnlyYóy can't beat them all, sowise and play your money to wnot to lose BIG DOINGS TO-DAY at a long priee. This is an excep-tional opportuinty to make someig money. wita a small capital.Hage the assurance of those in$\qquad$ |
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THE "SAVOY."

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| The Toronto World <br>  <br> TORONTO. TELEPHONE CALLS: g all departments. TERMS OF sUBSCRIPTION: | "GIBRALTAR" <br> And- Wage-Earners' Insurance <br> POLICY OF EXPANSION BRINGS BIG COMPANY |
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JOHN CATTO \& SON NEW GOODS Daily Arriving Important Instalments Dress Coods (Black, and Colored)
are now on display. New Silks Oriental Satins

## French Printed

New Prints

| 182,28 |
| :--- |
| Silk |

Lounge Throws


 THE SELLERS-GOUGH FUR CO.Limited ${ }^{5}$ "The Largest Exilusive Fur house in the British Empire"
244-246-248-250 YONEE STRET Lor. Louisa


AUCTION SALE
Original Water Colors Oil Paintings


# THE PRUDENTIAL IN CANADA 

THE PRUDENTIAL Insurance Company of America, having made the necessary deposit of securities and complied with all the other requirements of the Insurance Department of Canada, has received a license to transact business in Canada, and offers high-grade. all-guaranteed

## Life Insurance at Low Cost

THE PRUDENTIAL wrote the first Industrial, or Weekly Payment, life insurance policy in America. THE PRUDENTIAL was the first company in America to inaugurate the system of prompt payment of claims, IMMEDIATELY upon receipt of due proofs of death.


Paid Policyholders over 160 Million Dollars

Ordinary and Industrial policies Ages 1 to 70. Both Sexes. Amounts, $\$ 15$ to $\$ 100,000$.

## THE PRUDENTIAL INSURANCE CO. of AMERICA

 JOHN F. DRYDEN, President HOME OFFICE, NEWARK, N. J.Agents Wanted to Write Industrial and Ordinary Life Insurance Good Income---Promotion---Best Opportunities---NOW!







## In minili

Grain Markets Are Higher
Nay Option at Recor

Grain Markets Are Higher
May Option at Record
Good Cash Demand and Short Covering Advances Chicago Wheat

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11-8 \text { Cents Over Wednesday. }
$$ $11-8$ Cents Over Wednesday,


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## REMARKABLE and STEADY PROGRESS

| Insurance in force, Dec. 31. | \$30,152,883 | \$42,270,272 | \$54,286,420 |
| :---: | :---: | :---: | :---: |
| New Insurances issued | 6,085,519 | 7,686,6e9 | 8,650,944 |
| Income | 1,240,890 | 1,944,810 | 2,577,830 |
| Assets, Dec. 31 | 4,406,329 | 7,189,682 | 10,361,585 |
| Payments to beneficiaries and policyholders. | 316,567 | 467,673 | 963,097 |
| Reserve for the protection of policyholders. | 3,785,480 | 6,242,069 | $9,428,591$ |

The Manufacturers Life
Insurance Company
Head Office:-Toronto, Canada.


Gow Ganda - Silver Land LLLUSTRATED BOOKLET FREE An IIlustrated booklet, with maps of the Gow Ganda Camp, is in preparation, giving full particulars about
the Bartlett Mines, Limited, and will be sent to all who the Bartlett Mines,
ask for it-FREE.
F. R. BARTLETT \& CO., Limited Royal Bank Building, Toronto. cedra

## COBALT

Write us for pamphlet on HARGRAVE. This stock is both good as a speculation and investment. There are other good BUYS in the market which we will name
if requested. Peterson Lake will give a good account of
A. J. BARR \& CO., 43 Scott St. To Bailey-Cobalt Stockholders
Have your BAILEY-COBALT stock transdevelopments in Bailey-Cobalt will be announced soon to all stockholders of record. Send your stock to us and we will attend to it for you, free of charge.
Look for a big and early advance in this stock

6 Kison Patterson Street $\mathbf{W}$.

| R. McDowall |
| :--- |
| 35 Wail street |

in 5100


240 Acres in Manitoba $\left.\right|_{\text {The }} ^{\text {The }}$ UNION TRUST CO.



Violets for St. Valentine's Day The February Prices on Hosiery Save nome



New Neckwear From New York

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New $\$ 1$ Silks Selling at 69 c kicn sant prcmemsse muce antw versaimes





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Gloves-Men's and Boys' Ladies' Flannelette Gowns
 You Time, Work, Patience and Money

Y
OU buy Stockings in the February Hosiery Sale at prices
which make it cheaper to buy new ones than mend old ones if you place even the slightest value on your own time. You choose from the over-production of the best mills in Eu rope and the stockings cost YOU less than they cost the ladies of France, Germany and England.

There is plenty of choice, the goods are perfect, qualities are
dard. When we quote the regular price we mean the standard. When we quote the regular price we mean the Simpson price as regularly understood in this store. If you are used
to prices elsewhere the saving will be bigger than our figures to prices elsewhere the saving will be bigger than our figures express.

Some Samples of the New Suits for Women sale of sample Suits. Only a limited number, but they are new
the news is interesting if onlv on that score. Better come first thing in the morring and see them while they are all here. $\$ 40, \$ 45$ and $\$ 50$, Saturday all at $\$ 15$.


New Model Waists at Popular Prices on Sale Saturday




Simpson's King's Court Stationer






## Groceries for Saturday

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New Arrivals in Dress Goods Dept.








## \$2.25 Corsets Saturday '\$1.25





Millinery for Saturday



Dining-Room Furniture Costs Little Here on Saturday $\mathrm{T}_{\mathrm{sa}}^{\mathrm{HA}}$ No

 Popular Fiction at a Popular Price





