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beaten near ypres russia's big reserves
French Executed Frightuu Nearly Million Fresh Troops Slaughter in Ranks of
emy South of Canal.
(BRITISH OFFICIAL) <br> \section*{,} <br> \section*{,}

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Enemy Lost Zeppelin In Attack on Libau
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Fire of Forts, Following Dropping of Nine Bombs, Caused Dirigible to Fall Into Water--Crew Were Taken Prisoner.
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HOLLAND STANDS READY



- NIMWS. TOMMY ATKNS HAT SODIERS' COMFORTS INNSTERS' EMPLOYERS BECOMES POPULAR


## Seen in Sand or Putty With Little <br> Streamers.

FASHION TRADTIIONS
Opposition Does Not Appear
in Vagaries.


 - BENG ATIENDED TO NOT THECONGREGATION IL




## AnAppealon Behalf of Cleaner Laundries

So far, it has been the endeavor of the Canadian Laundrymen to show you the "business" side of giving them the preference over Chinese laundries--business for the city by keeping Toronto's money in Toronto; business for the unemployed by creating a demand for white labor; and business for the white laundrymen who are frank in stating they need it.

But there is another side to this question, and that is SANITATINN. How many peeple in Toronto stop to consider what this word really means when applied to their laundry? How much
do you know about Chinese Laundries-the places you send your personal belongings into? Do you believe they are CLEAN? Why don't you find out for yourself? Try it the next time you enter a
Chinese laundry-you know they won't let you see the real interior. What are they covering up? Why this mystery?

A great deal has been done to protect the food you eat from polution. Your baker, your milkman, your butcher, etc., are subject to the most stringent regulations, and you can inspect their premises at will. snt the cleaniiness of your handerchers, your
table linen, your personal clothing, as important to you as the food you eat?

The Canadian Laundrymen maintaì that nearly all of the Chinses Laundries in Toronto are unsanitary. There are readers of this paper who would say this is merely
 The No to do the came for Chinese laundrines to, go out of business here in a hurry, unless
pubbic is a tremendous improvement in their mehods, their quarters, and their sur-
there is there is a
reundings:

## We Need Your Help

 Sign and Mail the Coupon.The white laundrymen of your city-your own people.extend this earnest invita-
every man and woman who cares about SANITATION to co-operate with hion to every man and woman who cares about SANITATIN to co-bperate
them for the good d the healh of your tity. We ask ou to sig your name and
address to the coupon at the bottom of this announcement, and your name will. adress to the coupon at he bothand of others, be placed on a a petition that will be subm nitted

 patrons to inspect the en tire area where their property is taken. Y
name will be eepd for this purpose only, with the biject of gain
nam ing the same privile ge for you as you now posesses with the white
laundrymen -free aceess to EVERY laundy in Toronto.

Toronto Caradian Laundrymen



The Toronto World




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## "Raw Mit Naviel LLitlo villio for Dar Dry Land"



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Is Your Child
Backward at




IT STAMPS ONE "OUT-OF-DATE" To Use "White Phosphorous" Matches

 EDDY'S "SESQUI" NON-POISONOUS MATCHES

## MICHIE'S GLENERNAN SCOTCH WHISKY

Michie \& Co., Ltd., Toronto

| THE STANDARD BANK OF CANADA quabteriy dividend notioz no. or. Notice is hereby given that a Dividend at the rate of THIRTEEN Per Cent. Per Annum upon the Capital Stock of this Bank has this day been declared for the quarter ending Head Office in this City and at its branches on and after Mon- day, the lst day of February, 1915, to Shareholders of record <br>  <br>  <br> Toronto, 22nd Deeember, 1914. Geo. P. Boholfold, General Inameer. |  |
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## Hockey <br> Victoriau 12 ...Curling More Games tor Riversides 7 … Curling Ditricic Cups

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VICS THE WINNERS Eant Ender Hild Vicitorias for
Two Periods and
Then Two Periodd and Then pl Weaken noroumive


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## Hayes of Lakeview Runs Up a Big Score




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 F. Welch Outpointed Charley White's Sub
 and Now wix mix wix



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 Thitrex In stront Mix Maty


## THESE BREWERIES

Offer You the Finest Obtainable in Malt and Hop Beverages


Why not telephone and have a casedelivered to your home? Drink a glass of Cosgraves Pale Ale, Half-and-Half or XXX Porter with your meals. It is not only refreshing but permanently beneficial.
Physicians recommend the Cosgrave brews for their wonderful tonic value. Order by name.
COSGRAVES (Clill-proof PALE ALE COSGRAVES mild HAIF-AND-HAIF COSGRAVES XXX PORTER The ONIYChill COSGRAVES COLDEN GATE BEER Proof Beer.
 $A$ A lith is heser

## For over half a century the Cosgrave labe

 has meant the best in malt and hop beverages.
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 MERCANTLE LEAOU


## EATON'S MADE-IN.CANADA CAMPAIGN

Bargains for You-Employment for Otheil


 Just how big an event this is, and just what car b
accomplished by the co-operafion of manufacturers an accomplished by ude cooperaing one item, for instance-
reteiale, can be jugded by taking
paints at 33 C a quart. These are absolutely reliable ani painaranted paints, By manufacturer and buyer agreecio
gour sell without profit, an order was place for 25,00
to
quarts of paint, probably the biggest single order for pain quarts of paint, probably the biggest single order for pa ever given and received and a certain date, for it's inot likel
be placed as needed until wirl
that even 25,000 quarts wirl last long at such a figure. The story of this one item practically covers all the
hargain in this Made-in-Canad Campaisn. COME AND
GEE!

ON SALE TODAY
Mackinaw Coats for Mon, Today $\$ 3.25$
 only. Many, about half price

Men's FANCY CORDUROY Winter vestr, stas
Mey are of a ane close cord in dark brown with is

Mon's Khakl Flannel Shirts, 59c


Mon's Colored Shirts, Today 47 c


$$
\text { Mon's Night Robes, Today } 69 \mathrm{c}
$$


Men's Swoater Coats, Today 89 c

'Boys' Combination Undorsults, 98 e


Men's Footwear at \$2.20 and \$2.30 Fal




Wool-Lined All-Horsehide Cauntler Gloves 65c

Men's Fur and Fur-Lined Coats Clearing at Half Usual Prices
 Coats Lined with muskrat, wth collars of Percian lamb and ppre
wool English beaver cloth sheils. Hall usual prico ........ 1750 .



Mon's Hats in Rush Solling a: $250^{\circ}$

T. EATON CO

## Hickey's Count Discount' Sale <br> Men's and Young Men's Winter Overcoats, comprising the balances fitting single and double breasted nodels and a great number of Storm Ulsterš, all imported fabrics formerly sold at $\$ 15, \$ 18$ and $\$ 20$. Now at <br> $\$ 10$ <br> Hickeves

## Jocrey coose on THREE WINTVRS



The World's Selections

| FIRST RACE-Prepaid, Tom Caro, SUCOND RACB-Kitie, Inlan, Our Ren, SHARD RACD-Cilie's Nightmare, Kayderoseros, Amoret FOURIH RACE-Boxer $U$. See It, Tifrit RACB-Crisco, Lueky George, SIXTH RACE-Cogs, Beau Pere, Ora MeGee. <br> JUAREZ. <br> FIRST RACE - Moscowa, Obolus, SDCOND RACE-Ambri, Netmaker, Twirght RACE-Osmande, stolen Ante, Grover Hughes, OACE-Florence Roberts SLXIH RACD-Clsko, First Star, Fly- |
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Today's Entries

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Varsity v. Toronto

## Play Chess Tonight

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That Son-in-Law of Pa's

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## UUMLEVE USS STEELDROPS STIL ESSEMTAL COMIIONDVIDEND <br> ITPERILL BAIK DF GANADA



ALL GRANS MAKE NEW. HICH RECORD


## Excited Stampede of Shortt in the Chicago Wheat

JULY UP FIVE CENTS ${ }^{\text {Exporers }}$ Aready Takina



## THE CANADIAN BANK OF COMMERCE

Capital, $\$ 15$, C01,000 Reserve Fund, $\$ 13,500,000$ SAVINGS BANK ACCOUNTS SAVING BANR ACCUNIS, upwarrs.
are welcomed. Accounts may be opened and operated by mail.
Accounts maj be opened in the names of two or more persons
withdrawals to be made by any one of them or by the survivor.


PRODUCE RECEVED
ON LOCAL MARKEI

## Quantity From California

${ }^{\circ}{ }^{-}$Brungwick

HERON \& CO.
Now York Stocks Chicego Grain
Mining Shares 6 Kins S. Hoter, Foratito F. D. N. Paterson \& Co. MORTEARE LDANS

C.O. MERSON\& 60.


Meetings

## CANADIAN MORTGAGE INVESTMENT COMPANY










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##  Our Februarysave cand dain furnutume <br> THE PREPARATION <br> THE REALIZATION <br> As a consequence of this policy started last

> It began last November; at that time certain of Canada's best Furniture Factories were about to close down. No orders were coming from the West, and it looked as if nothing could prevent hundreds of men being thrown out of work. Bui we were then able, with this sale in view, to keep thowe factories going with the huge orders for this great sale that is now ready waiting fcr your verdict. <br> It began last November ; at that time certain <br> It began last November ; at that time certain

Dreses, in quartered oak tinish, rich golden oolor, has hrree drawers fitbod
with braes handles, British bevel mirror. Regilarly $\$ 8.00$. February Sale
price
 Dressers, in white enamel finimh, have three drawers with brass trimmings
Brition bevel mirror, size $24 \times 44$ inches. Regularly $\$ 11.00$. February Sale

 Dresting Table "Clonial design," mahogany finith,
to matco above dreser. Regulariy $\$ 14.50$. February


 Sale prioe ................................. $\$ 11.35$

 Chiffonier, "Colonial Cesign," mahogany finist, hasa four deep and two top
drawers, oval British bevel mirror. Reguarly $\$ 21.75$. February Sale
Rotice Buffet, in genuine quarter-eut oak, golden or fomed finith, has 88 -inch top,
 Buffet, in guartereat oak, soliden or fumed finith,
has two cutlery drawers, dooble door eupboand and


 Buffot, in selected quarter eqt oakk, fumed or gold-
en finish, three top drawers, double door cupboard






 in genuine quarter.ent oak, golden finish,
52 -nnoh tops, three top drawers, double door
 Bxtendion Dining Table, in genine quar
ten-rut oakd, fumed or golden finish, has 44









## News of To-day's Selling

 Fur coniono



The Robert Simpson Company, Limitèd year, we are now able to offer a new, clean stock of Furniture at prices that will probably never be equaied in this couniry. be brand new, Canadianmade Furniture, backed up by our money-back guarantee. Come and sce it to-morrow ; here are fifty or sixty items. Any one of them worthy of a special trip to the store.


 topbruary Sale $p$


Look! Extension Couch Bed at $\$ 5.95$
The frame is made of angle steel isprings are woven steel wire
suspended by helicel springs at both ends; matress is weil filled with botton felt, neatifot tutted of ooterere in in riecen is enim


In emulation of the American campaign to "buy a bale of cotton," there has been inaugurated in this country the BUY A BIT OF FURNITURE movement.

If you buy your bit of furniture here to-morrow you'll be doing your part to support home industries, and at the same ume youll be getting SUPR
rOR YOUR INVESTMENT.





 Sale priee, at chiair, consisting of five side and one arm chair,



 arm chair. Regularly s.9.0. Febraary Sale price.....519.1. in solid quarter-ent oak, fumed or golden finish, the loses sli,
seats are well upholtered and oovered ini senuine - leather


## THESE BED PRICES <br> (6) WIL MAKE YOU


\$1.65 Buys a Nine Dollar Bed To-morrow!
The beds themselves are good beab to sleep ti, brt the prices wevve marked them at certainly make anjoio who
innows bedvalue situp with a tart.

 coomy cupboarr, linen and eutlery drawerr, top has niokeloloid metal
 N1]


 arm rotker. Regularly $40.00 . \quad$ Febraiary
Sale price.............. 826.50

 consitat of
.......... $\$ 3.00$

 Library Table, made of olidid quarter-eut oak, fumed finioh, has five dramers
with oopper fitings. Regulariy $\$ 17.50$. February Sale price......si27\%


 of top 18 quar in inches has contred dravere tuid
 Bea Spring, the frame is made of kilndide
 Box springs, the best oil tempered springs are used in the constrtuction, whic
are covered with fine canvas, then a heary layer of pure white cotton is place




 Bed Spring, has steel tube frame, spring is
woven steil wire reinfored, and



 Pillows, extra well filled with all pure feathers, carefully selected and oovered
in art ticking. February Sale price ......................80

Summary of Offerings for Thursday in Other Departments



