


- WEDNESDAY- MORNNGG JANUARY 8 1949 -
Our Aim
"Better Service"


## 1869 --- GOLDEN JUBILEE -- 1919

Great Opportunities to Save on These Sale Offerings Today


## Early Selection Is Advisable. Watch for Blue and White Sale Tickets in Departments.

Five Items of Exceptional Interest in the Bedding Department, Reduced for Today
ENGLISH PILLOW COTTON, AN EARLY SPECIAL, PER YARD, 25.
 There are 6,000 English pillow cotton to exceptionally low price today. Width 40 BLEACHED sale price, per yard, 25 c . PRICE, PER PAIR, $\$ 2.45$.
These are the days when you can replenish your household linens and becdaing at prices far below the regular, and yet obtain goods of excellent quality.
These sheets are of strong, bleached cotton, closely woven, and well finished, and are size $68 \times 86$ inches. oday, sale price, per par, $\$ 2.4$.
WHITE CROCHET BEDSPREADS, SALE PRICE
TODAY, $\$ 2.35$. 300 only, white Crochet Bedspreads of good quality Thite crochet are peaspreads of
designs.
size $72 \times 90$. Today, sale price, in $\$ 2$ COSY COTTON BLANKETS, SALE PRICE TODAY, Clearance of Cosy Cotton Blankets, in attractive
broken plaids
These promise great comfor and are in
 BEAUTIFU ALL WOOL SCOTCH BLANKETS, SALE PRICE, PER PAR, $\$ 13.50$.




Odd Coats of Cloth and Pile Fabrics, Sale Price, $\$ 15.75$ But a few of a style, but each and every one represents a wondrous saving. Pile fabrics
include plain plushes in the usual smart style and imitation baby lamb. Others are of velours, in attractive colors; some with bands of fur on collars; some self-convertible collars; gathered,
shirre

Paris and New York Model Coats in a Particularly Interesting $\begin{gathered}\text { Sale Clearance, Today, at } \$ 39.50\end{gathered}$
For coats with the chic of these garments, the price is inordinately small, but again the
anser is "Sale." We're out to make it a success, so offer this great special. The majority
answer
are street coats, though a few afternoon wraps of sevelvet, blanket cloth or velours are to be had, some having fur collars; others are of pom-pom, or velours, in taupes, green, Burgundy, reindeer,
bre brown and wine; gorgeously lined with plain satins or pussy willow silks, having large convertible
collars of nutria, badger, natural or dyed coon, Hudson seal (dyed muskrat). Promptly at 10.30
this morning they're to be placed an this morning they're to be placed on sale at $\$ 39.50$.


Four Extra Good Specials in Cotton Dress Goods
White Poplin, Union Linen, Muslin, Riplotette Crepe,
Some Half Price and Less, Yard 199

Swiss Embroidered Cotton Voiles and Cotton and Silk Crepes, Sale Price, Yard, 69c

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\begin{aligned}
& \text { They are those daintily fine, delicately filmy materials, } \\
& \text { which make the most delightful sumimer dresses or dear }
\end{aligned}
$$

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\begin{aligned}
& \text { which make the most delightful summer dresses or dear } \\
& \text { littte frocks for children. The voiles are obtainable in }
\end{aligned}
$$

different colors-white ground, embroidered with little blue

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\begin{aligned}
& \text { or pink or black sprays; brown or tan with green or mull } \\
& \text { and green with blue. Then delightfully filmy silk and }
\end{aligned}
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\begin{aligned}
& \text { and green with blue. Then delightfully filmy silk and } \\
& \text { cotton crepes, some plain, some with a faint patter, can } \\
& \text { bee had in pink, sky, heliotrope, Copenharen. Tose brown }
\end{aligned}
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\begin{aligned}
& \text { cotton crepes, somp plain, some with a faint patterf, can } \\
& \text { be had in pink, sky, heliotrope, Copenhagen, rose, brown, } \\
& \text { Alice blue, maize and reseda. Widths } 28 \text {, to } 40 \text { inches. }
\end{aligned}
$$

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\begin{aligned}
& \text { Alice blue, maize and reseda. Widths } 28 \text {, to } 40 \text { inches. } \\
& \text { Some are less than half-price. Yard, } 69 \text { c. }
\end{aligned}
$$

Prints and Ginghams, a Great Sale Special, Yard, 19c
figured patterns, dots and stripes, in dark patterns on little
grounds, in light patterns on dark grounds, in light patterns on dark grounds, and offer wide
choice for the making of aprons, house dresses, rompers etc., and are about 27 inches wide. The ginghame are,
38 inches wide and include checked and striped pat38 inches wide and include wiec. checked and striped pat
terns, in pinks, blues, tans, etc. Sale price, yard, 19c.






## Hockey Canadiens 7 •○. Curling Queen City 17 ••Horses Trainingat <br> Arease . 6 . $\div$ Curling Mt. Clemens






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## We Buy and Sell

Dominion and Provincial Government Bonds. Municipal Bonds.
Railroad, Public Utility and Industrial Bonds.
Doninion Securities Grporation
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26 KING STREET EA
TORONTO
${ }^{26}{ }^{\mathrm{kII}} \mathrm{T}$ London, ENG. Branch

THE TORONTO WORLD


MINING STATISTICS TABULAR SUMMARY
 HERON \& CO.

BUT ONCE IN Á LIFE TIME WASAPIKA from a profit-making stand point are unrivalled,
WASAPIKA purchased at present prices should make
a return on the outlay of 100 per cent. or more. Aggressive development will,
dSAPIKA to be a great gold mine. DON'T HESITATE. BUY IT NOW.
ISBEIL, PI ANT \& CO
Main 272-3. Standard Bank Building

## PETER SINGER-

Mining Stocks Bought and Sold Member Standard Stock and Mining Ex
504 Standard Bank Building. 04 Standard Bank Build
TORONTO, ONT.

| ASSOCIATED GOLDFIELDS HAS WIDE ORE BODIES | Why <br> Porcupine Crown McIntyre Are Advancing |
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| Considerable Free Gold is Shown-LowCost of Treatmient.J. T. Eastwood, the mining broker, has |  |
|  |  |
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|  | Reasons for |
|  | Coming Advance in |
|  | Adanac <br> Nipissing <br> Kerr Lake <br> In My Market Despatch |
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|  | HAMILTONB. WILLS |
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|  | LOUIS J. WEST \& |
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|  | FOR MINING INVESTMENT |
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|  |  |
| cease excavation work. Cobalt, Jan. 7 .-Owing to the high |  |
|  | $\begin{gathered} \text { STOCK BROKERS: } \\ \text { Specialists in dividend-paying Mining } \\ \text { and Induustrial Stocks. } \\ 301 \text { Dominion Bank Buliding. } \end{gathered}$ |
|  | WM.A.LEE\&SON |
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| ORE SHOOT AT BOURKES. Cobalt, Jan. 7.-On the 100-foot | GEO. D. MERSON \& |
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|  | CHARTERED ACCOUNTANTS |
|  | TO MANAGE DAVIDSON. |
|  | as manager at the Davidson mine. <br> TECK-HUGHES MEETING. |
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|  | EDGE SUNK |
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1898---TWENTY-FIRST ANNIVERSARY.--1919..-COMING OF AGE YEAR Simpsons Midwinter Sale 350 Lovely Blouses at Half Price Today of styles, colors and sizes. Regular $\$ 2.95$ Blouses for Reguar $\$ 3.95$ Blouses for Regular $\$ 5.00$ Blouses for $\$ 1.48$
$\$ 1.98$
$\$ 2.50$ $\$ 2.50$
$\$ 2.98$ 350 love Blatar $\$ 12.50$ Blouses for. . $\$ 6.25$ lingerie to stunning dressy models. They will likely go with a rush, so shop early. Simpson's-Third Flyoor

Infants' Crib Blankets
Half Price--- $\$ 1.50$ Kinds for 75 c
 Oity




 Huff fric and Lless for chidusis's Sveater Coats at soc


Midwinter Sale of 58 Women's Model Coats

$\$ 60.00$ to $\$ 70.00$ Coats. Today - $\$ 45.00$

$\$ 85.00$ to $\$ 95.00$ Coats. Today $-\$ 60.00$
$\$ 100.00$ to $\$ 115.00$ Coats. Today - $\$ 75.00$
$\$ 125.00$ to $\$ 135.00$ Coats. Today $\$ \$ 90.00$




## Clearance Misses' Serge and Satin Dresses \$14.95



Misses' Velour Coats, $\$ 25.00$
combine serviceability and good style in such a

| Midwinter Sale of Wanted Wash Goods | Midwinter Sale of Black Silks Reduced |
| :---: | :---: |
| ery Item Less Than Today's Wholesale Cost |  |
| (en Diapers Antisestic and abortbent |  |
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|  | a*s. siuts buing |
| Neeale Mult $\rightarrow 0$ inches wide. Regul |  |
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| ularly priced 75 c . On sale today, per yard 49 c . |  |

## The Midwinter Sale Offers 3000 Yds. Dress Fabrics 95c Yd.

$\pm=5=5$


 Half-Price Sale of Plain and Crushed Silk Seals is mexasem sime

way as to make them particularly attractive at the sale price.
Cosy collars, , novelty belts and button trimming. Colors bur-
gundy, navy, brown and taupe. Price $\$ 25.00$.
Misses' Tailored Skirts, $\$ 9.50$
$1 a^{2}=$

The New Evening Gowns for Misses
 Sometimes they make the entire place in the creation of fetching pink frocks
sose, tur ter fold of shimmering satin for the prettire frock -sometimes they they form the dainty bodices, with fors.
Sequins, silver Sequins, silver and gold embroidery, crystal beading satin form the dainty bodices, with fold

Women's Boots \$3.95, Men's Boots \$6.75, Hockey Boots \$1.99
nen's Glaze Kid Láce
Boots, $\$ 3$,



Women's Hockey Boots, $\$ 1.99$ Mant $n$ 's Hockey Boots, \$1.99




Midwinter Sale of Women's Nightgowns, Corset Covers, Combinations, Etc.
Women's White Flannelette Nightgowns, $\$ 1.49$ A special purchase at an extraordinarily low sale, $\$ 1.49$
Hubre. Mother
day, $\$ 1.49$ style, with yokes of cluster pin tuckings.

Women's 50c Corset Covers, 39c. Of strong white cotton with yokes of fine lace. Regularly 50 c
and 60 c . Today, 39 c . Women's White Cotton Envelope. Drawers-With elastic and at scalloped edges. Prettily embroidered. Regularly $\$ 1.00$
and $\$ 1.25$. Today, 85 c . Women's Dainty Underskirts - Made of excellent quality white
cotton. Dep flounce of Swiss embroidery and cotton underlay
Special value today Women's Bungalow Aprons-Made of good quality print. Wide
and narrow stripes in grey; pink, blue and black. Today, $85 \mathrm{C}^{\circ}$.

Women's Winter Combinations, $\$ 1.69$
Seconds of $\$ 3.00$ to $\$ 3.50$


Women's "Queen Quality" Vests, 98c.
Wool and cotton mixture Regularly $\$ 1.75$.
Extra special value. Today, sil.
Eeck, with short sleeve
Extra! Women's Corsets, 98 c .


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