Most Spectacular Fire in Toronto in Years Eats ${ }^{\circ}$ Up Entire Building, 100 Double and 200 Single Truck Cars.
REFLECTION SEEN ALL OVER CITY Loss Will Be at Least $\$ 750,000$, Perhaps More, Mostly Covered by Insurance-Firemen Did
Good Work in Preventing Flames from Spreading, Despite Poor Water Pressure.

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## Vote YES on the Hydro Question <br>  Cost of This in Coal to Ontario Would be $\$ 40,000,000$










 hear the question discussed

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# You Men Who Need Overcoats---Come Saturday and Share in This Great Offering of Dark Grey Melton <br> <br> Chesterfields at \$12.75 

 <br> <br> Chesterfields at \$12.75}


## The Quantity is Limited, Probably Enough to Last For One Hour

 Saturday Morning, so Come at Siore Opening THIS is real'' a remarkable overcoat-buying opportunity for men Saturday, for we believe that such quality of Chesterfields can't be produced or bought for this figure in the ordinary way. The reason wefre offering them at such a figure is because they were a manufaciurer's overmakes, bought at practically our own figure. And the first sixty men who come Saturday will save dollars on f cooat that is not only well tailored and finished, but on a comfortable winter garment that fhould give, with ordinary care, several seasons' wear.Dark Grey Meilton Cloth is one of the most serviceable, warm, and stylish cloths a coat can be made of, especially this quality, which is closely woven, and which we recommend to hold its rich, dark grey shade. They are all very smartly tailored in single-breasted, fly-front
style, with notch lapels nich style, with notch lapels, rich yelvet collar, neat natural shoulders, slightly shaped back, and are an easy-walking length just cyvering the knees. Lined throughout with twilled serge. 12.75

Big, Long, Comfortable Ulsters Are Special Value Saturday at \$14.75
Men who are much out of doors this opld wintry weather would appreciate the comfort and warmth of one of these big, heavy storm
They are made of a thick, dark rey frieze material and are interlined with sheepskin chamois. In double-breasted style, with Ulsters. They are made of a thick, dark grey frieze material and are interlined with sheepskin chamois. In double-breasted style, with

## A Clearance of Mien's Suits at Dollars Less--Early Special <br> \section*{Saturday, \$10.75}

These suits were made on the latest styles, but there are not enough to place them in regular stock, so out they go Satuday, at several dollars less than their quality warrants. Carefully tailored of firm winter tweeds in several shades of grey, suitable for business, some with thread stripes, others with pin check, others in mixtures with a little green in it. Three-button sac models, single-breasted, have smooth natural shoulders, well-hung sleeves, close-fitting collar, medium-high vest, and stylish, med ium-narrow trousers. The linings are durabele twilled serge. Sizes
36 to 44 . But it's advisable to be tere the frist hour to be sure of this range of sizes. Early special, suit 10.75


## Boys' Overcoats Dollars Reduced Saturday

## Small Boys' Overcoats \$5.65; Large Boys' \$7.85; All Big, Heavy, Winter Weight Coats in the Stylles 1 hat Boys Admire Most

$\mathbf{N}^{\mathbf{O}}$ matter what size or age the boy may be, this splendid price-reduced offering is so extensive in sizes and so varied in styles and materials that if you come early Saturday, preffrably at store opening, you can secure him a comfortable, stylish and serviceable winter overcoat at an unusual saving, in many cases several dollars, but-NOTE-In some styles, in some materials and in some sizes the quantitites are small, so we urge selection at store opening.

Some of the small boys' overcoats are made of soft, rough finished tweeds in grey or brown mottled effects with large patch pockets with flaps, split sleeves and convertible storm collars, others for small boys are made of plain grey chinchilla and medium brown Whitney cloths, two very satisfactory materials for winter overcoats, These are smartly styled, with corresponding trimmings of velvet at cuffs, collar and buttons, have belt all around at waist and button 4 p at side, close to neck. Mostly all are lined with strong fancy check materials. Sizes 3 to 5.65
9 years. Reduced to clear Saturday, each . . . . . . . . . . . . . . . . 5.
Some Very Smart • Pinch Back Effects in Big Boys' Overcoats
POSSIBLY the most stylish and undoubtedly the newest fashion in
boys' Overcoats are those with fancy pinch-back effects. The big boys Overcoats are those with fancy pinch-back effects. They
are in double-breasted ulster style, fit rather close at waist and have belt are in double-breasted ulster style, ift rather close at waist and have be
sewn on at back. Also have convertible lapels and deep storm collar. They are made of thick, warm chinchilla and other overcoating ma teriats, in plain shades of brown and in many attractive mixtures. All
are warmly lined throughout and are coats that should give the very acme of service. Sizes 29 to 34 . Prices, $\$ 10.00, \$ 10.50$ and

Smart Blue Nap Russian Coats for small chaps. They are double-breasted and have close-fitting sesf collar and belt all around at waist. Lined throughout.
Sizes 4 to 8 years.
Price

Toboggans, Skates, Skis, Etc., in Great Array, Fifth Fioor








The hig boys' coats are exceptionally well made and very fashionably formed, shawl collar Ulsters and swagger slip-ons being included. There are rich, dressy patterns in pretty fawn or dark brown checked effects and plain blue or brown chin-
chillas. The Ulsters are medium length and have deep storm collar and belted back The popular slip-ons are knee length and have convertible collars, full box backs and split sleeves with cuffed effects. All are neatly trimmed and warmly lined and above all made of exceptionally strong and serviceable materials. Sizes
26 to 34. Reduced Saturday, each ... ....................... 7.85

Typical EATON Values in Stylish Navy Blue



The Toronto World









 THE TORONTO WORLD


COATS
PLain and trimmed
Priced from $\$ 100.00 \mathrm{Up}$



## FRIDAY MORNING

## 




It is too late now, of course, to get an order for the regular beers down to Montreal for delivery in Toronto for the New Year's festivities, but if you act without delay we will see you are supplied with brews that retain all the old-time excellency of flavor and purity.

For you can hardly tell the difference between the old O'Keefe brews and

## O'reefés IMPERIAL ALE LAGER STOUT

Get a case in the house at once and drink all you wish of these cheery, tonic beverages. And if you are having
a houseful of guests





and

## THIE FRIDAY BARGAINS TODAY <br> SIMIPSON

Men's Ulsters-Big warm Ulsters, of durable English tweed, grey or brown, well lined, double-breasted style, with belt at back and convertible collar, 11.95 sizes 36 to 44 . Today

Men's Suits, consisting of broken lines, three and four of a kind, but quite a fair sized collection altogether. They ar English tweeds in a variety of patterns-all made in three-button single-breasted sacque style. Sizes 36 to 44.9 .95
Every suit in the lot is worth a higher price, but you may ha ve your choice today at ........................ 9.95

Men's Work Pants, $\$ 1.49$ - Strong, serviceable pants, made of cotton worsted, in black, with light stripe pat-
tern. Sizes 32 to 44 waist. Specially low price
STORE


## Men's Furnishings

 Men's Black shreepskin Mitten, first finger
 Men's Shirts 43 c


 Hizh-grade 51.25 Underwear 986 High.grade Scotch Wool Uuder wear, shirts
and drawers. Made from fine Shetand wool
and






## Women's Leather Hand Bags

Made of crepe, seal) marocoo and long




Hair Switches and Combs Three strand, $26 \mathrm{inch}, 21 / 2$ ounce Real Hair
Switch flufy hair,
straight. Regularly $\$ 5.00$. Friday 3.48 Combs, fancy rhinestone set back combs,
the newest thape. Regularly 75 c and Hair Nets, silk with and without elastic, all
shades of brown, blonde and Friday, 3 for

Smallwares at Special Prices Coat Thread, black and white, all sizes.
Regularly, spool
dc. Friday, per
dozen Coats' Mercerized Crochet Cotton, white
only, all sizes. Regular 15 c ball. 11 Garter Elastic, black and white liste and
sik, 1 inch and $11 / 8$ inch wide. Rel. ularly $20 \mathrm{c}, 25 \mathrm{c}$ and 30 c yard. Friday 15
Mending Wool, black only, 1 ounce balls,
best cashmere mending. Regular 25c. Fiiday, ball .............. 20
Lingerie Brad
 Belting, black and white, 2 inches wide.
Regularly 8 c yard. Friday, 2 yards
for Safety Pins, G.N...................... . . 10
on candage size, 1 dozen
Regularly 3 for 10 c. Friday, 4 for
Pin She................... 10
pest plated,
Colony 60 plns on paper,
paper

 Dress Shields, tie on style.......... Regular 10
40c. Friday, pair .............. 19

## Come Today for These Footwear Bargains

 Women's \$3.50 to \$5.00 Evening Slippers, Friday Bargain at \$1.49 All lines of Evening Slippers not having a complete range of sizes are included in this clearance lot. There are patent coit, kid and satin slippers. The styles and colors are so varied that you can select just what 1.49you like best. All sizes, $21 / 2$ to 6 . Regular $\$ 3.50$ to $\$ 5.00$. Friday at ...............................

Women's Boots $\$ 2.49$ Button and Lace Boots, in paten plain vamp and patent toecaps high and low heels; kid and cloth tops. Sizes $21 / 2$ to $41 / 2$. Reg- 2.49
ular $\$ 3.50$ and $\$ 4.00$. Friday

Women's House Slippers 235 pairs overankle and ordinary
height Felt House Slippers, with height Felt House Slippers, with
neat satin trimmed tops and fancy bows; flexible turned leather soles
and medium height heels. Coles and medium height heels. Colors ular $\$ 1.25$ and $\$ 1.45$. Fri--
day bargain . . . . . . . . 140 pairs girls' Girls' House Slippers Goose picture on vamp House Slippers, with Mother Gunmetal and Box Kip Blucher Straight Lace Boots, made on English recede and round toe shapes, heavy McKay and standard screw,
soles, military and low heels. All $\left.\begin{array}{ll}\text { sizes } \\ \$ 3.50 \text { to } 11 . & \text { Friday .......... }\end{array} \right\rvert\, 2.79$

> Men's Hockey Boots 125 pairs of Men's Mule Hockey Boots, tan trimimitrg and ankle strap, felt insole and tongue, spring
heels. Regular $\$ 2.75$. Fri- 1.99
day

Goose picture on vamp, heavy felt soles. Sizes 39
12 to 2 . Regular 65 c. Friday .............. 39

Boys' Winter Boots Oil Grain and Black Kip Blucher Boots, made on full-fitting last, with heavy viscolized waterproof soles and solid leather heels. All the seams are sewn with heavy waxed thread.
This is an extra well built boot and guaranteed in every respect. Sizes ges
11 to $13, \$ 2.19$; sizes 1 to $5, \$ 2.49$. Girls' Strong Boots Made of heavy box kip, Blucher styde, with heavy solid outer sole
and smooth inner sole; neat full-fitting toe shape, low heels. Sizes 5
to 7 , $\$ 1.69$. sizes to $7, \$ 1.69$; sizes 8 to $101 / 2, \$ 1.89$;
sizes 11 to $2, \$ 2.39$. Girls' Slippers 79c
85 pairs only, girls' hish cut, red felt, fur trimmed Slippers, flexible leather soles and low heels, broken
sizes up to misses' 2 . Regular 95 c. Friday

## Stockings for

 Women| Stockinge, Pennm |
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## \$1.25 Flannel-

 etteSacques 49c


## A Very Special Bargain in Tea Pots

## 

Three Big Dinnerware
Bargains Friday
\$15.00 Dimer Sets $\$ 11.95$



A Complete Dinner Set $\$ 8.45$ Good quality thin Endlish ware, pretty
green tloral border design, 97
pieces Friday
8.45 $\$ 16.50$ Furnival Set, $\$ 12.50$



Cups and Saucers at 8 c Thin English semi-porcelain, white only
Regular $\$ \$ .15$ per dozen. Friday bargain, cup and saucer for ${ }_{12 \mathrm{c} \text { White Bowls and Od }}$ Cooking Dinnerware English Pudding Bowls at, each $19 \mathrm{c}, 23 \mathrm{c}$,
29c, 39 c and 49 c . 1, ${ }^{2}$ and 3 -pint Milk Jugs, regular 25 c
and 30 c , for ................... . 19 Clover Leaf Dinnerware Cups and Saucers Breakfast or Soup Plates Bread and Butter Plates at Fruit Saucers at
Gravy Boats at $\begin{array}{r}25 \\ 19 \\ .12 \\ 12 \\ 12 \\ 10 \\ .8 \\ .8 \\ .53 \\ 10 \\ .10 \\ \hline\end{array}$

English Lace Curtains at 89c Pair







## Rag Rugs

 and


Friday Bargain Clearance of Toques



WINTER WEIT SOHT CAPs
 persian Lame caps, spon


Sateen Petticoats at 95c


