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WILL MEAN HIGHER RATES TO PAY THE DIVIDENDS


See Page 12 for Simpson's Complete List of Offerings for Thursday Pr|NTERESTTOTHMEN


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BJACK KNIGHT


STOVE POLISH

Deputation Brought Forward Same
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TOMLINS TEA LOAF
Baked Expressly to Please
has that peculiar. flavo sh, and you always $p$.

Phone College 3561

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NOTE AND COMMENT


From Foul Line to Head Pin

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## JOHN CATTO \& SON DURING STOCKTAKING



Real Bargains in

Linen Damasks Towels
Fancy Linens Bed Linens Quilts

## Comforters

Blankets
Curtains

## Dress Fabrics

 Ladies' Suits Ladies' Jackets Etc., Etc.MAIL ORDERS, CAREFULLY FILLED
JOHN GATTO \& SON


Make the C.P.R. Show Big Stock Issue


## SELLERS-GOUGH FUR CO. <br> Sale of Winnipeg Stock Starts This Morning <br> We have closed for this season our wholesale and retail store in Winnipeg, and have had the entire stock shipped here to be old. This stock represents an assemblage of the very finest furs our factory turns out. They were made for a high-class

 Western trade, and every article and garment has that exclusive style and high-grade quality that have made this store the largest exclusive fur house in the British Empire. We have completed stock- laking in our own store, and find the diocest year we have ever had, but we cannot take this Winnipeg stock on to clear out by fary dollar's worth immediately. To do this we have made
## 35 to 50 Per Cent. Reduction

off every article in the entire lot. This is a genuine sale and one that will interest every woman and man in Toronto. The goods are the finest known to furdom; the styles are correct, and we guarantee the fit and the workthis sale will offer you. Notone garment goes into stock - the entire lot must be sold. The sale starts this morning at 8 o'clock. We have secured an extra staff of salespeople, who have worked elsewhere in the establishment, and no one will have to wait.
$\$ 600 \begin{gathered}\text { Genuine Alaska Seal } \\ \text { Ladies' Coats, }\end{gathered} \$ 395$ This is one of the most beautiful creations we have ever seen. There are three only of
these coats. They are made in box front and back style, are 36 inches long, have large collars, revers, and cuffs. Lined with "Skinner's" broca dé d and
brown satin, beautifuly finished, chamois pockets. Regular $\$ 600.3950$
Sale price This is a very special bargain. These coats we re made for a high-class trade and have to be
\$1000 "Paris Model" Genuine Alaska Seal in Hudson Bay Coat


Mink Ties and Cravats, $\$ 8.95$


## Ladies' Persian Lamb Jackets, \$100

styles, linings of brocaded and black satins, trimmed $==2=100.00$

Persian Lamb Muff, \$10


## Ladies' Fur-lined Coats

 Ermine Ties, \$19


Ermine Muffs, \$24
 Odd Muffs
\$3.95
 Alaska Seal Jackets, \$229
Four only, 26 inches long, large collar and lapels, box tronts,
lined with heavy brown satin, lined with heavy brown satin,
No. 1 quaranteed skins. Regular
price $\$ 350$. Sale price ......

## Grey Lamb Ties, $\$ 3.75$


Electric Seal Jackets, \$24.00
Imperial style, which has created such a fa-
vorable impression with all ladies; 26 inches vorable irge collar and lapels, trimmed with
long, large
silk pirdle, brown satin lining. Regular price 24.00

Men's Fur-Lined Coats, $\$ 59$
Shells of finest beaver and melton cloths,
lined with best quality Canadian spring musk



Mink Muffs, $\$ 38.00$
In the new rug and animal styles, extra larg and

Mink Stole, $\$ 89.00$



## Grey Lamb Muffs, \$3.75

Mail Orders for this sale are solicited and will receive prompt and quick delivery.
The Sellers-Gough
$244-246-248-250$

Fur Co., Limited
nous wnt mimy mama Yonge Street,


COBALT - Stocks Lack Buoyancy, But There Are Few Weak Spots--COBALT

Trading Lacks Buoyancy And Prices Are Irregular
Silver Queen is Suddenly Weak, But Other Stocks Are Steady With Bur
Odd Firm Spots.

LIKE MLDOOLI'S PMILCE 15THE GOOWTHOFSWTHTH

The World at Elk City
The Toronto World has established an office at Elk City (Syyth). Perey. W. Ball: hass been There. Visitorat to the Mortreal River Silver DisThere. Visition to the Mortreal River siver Dis-
triet will be welcomed at The World's office at Elk
City (smyth).

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## . FIGT FREISHT SISTEM 15 COSTLYMNOUSELESS

## COBALT

The market is making consistent and solid improvement. You can buy Chambers-Ferland, Hargrave and many others
with an absolute certainty of advances. Sell Silver Oueen and
A. J. B COBALT MAJESTIC

We are informed that a splendid strike has been made
on one of this company's proverties. These shares can
A. J. BARR \& CO. 43 Scott St.
GREVILLEE R CO. 36 KING ST. EAST COBALT STOCKS
MINING CLAIMS



Stock Brokers
Members Stader Mining Exchane
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J. P. BICKELL \& CO.



HERON \& CO., COBALT
 STOCKS



## wednesday morning

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## The True Economy of Saving and of Spending FEDUUA 1 Nat SAEE

## Gave $U_{p} \$ 25,000$ Revenue for <br> Nothing - Weston Town Wakes  <br>  <br>  <br> 


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THE man or woman who economizes wisely does not hoard and save without discrimination. He or she profitable opportunity to Spend is extravagance worse than the neglect of a reasonable opportunity to Save. Our February Furniture Sale will appeal to all those whose business judgment approves of true economy. Better buy furniture a quarter of a year before you had planned or expected and save a quarter of the cost than wait at inconvenience and pay full price for it in the end.
We are offering furniture this month upon which you may save

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The Season Demands Lustrous Silks




London ladies were delighted with it. The long lines and the sleek, satiny gloss of the
silks used struck the leaders of fashion insilks used struck the leaders of fashion in-
stantly and all the loyal women of England Still the canny, observers shook their
heads. "Old London's getting Frenchy," said heads. "Old London's getting Frenchy," said,
they. "Empire will never do in New York." But New York very quickly proved they ere wrong again. Americans, but over :here we are more conservative. Toronto won't wear Empire
styles." The result was that few stores were really prepared.
This store was one of the exceptions. No-
where else, so far as we can learn, can one buy where else, so far as we can learn, can one by Empire silks and satins in any satisfactory
variety of choice. We have those particularly
necessary necessary, shades like ", "Stone Grey,
"Taupe," "Empire Vert," etc. And we have
 $5=2$ amaze



## Smallwares Thursday



## As a Paris made glove fits your hand, so will this "Queen Quality" Shoe fit your foot. But fit is only one of a dozen reasons why women prefer "Queen <br> \$4, \$4.50 and \$5

## 

Thursday


1,000 American Watches for \$1.19 " $A^{\text {SONIA }}$ - is is the han aid

Men's \$40 Fur-lined Coats, \$29.75
Still have some left in spite of the reductions before-ock-taking and the cold weather.
You
ration.

The Victor Shoe for Men
SICTOA Don forget that this stores reputation
 find thing it every season whenever we find that improvement IS improvement. tor. It was a mighty good shoe to start with. Some styles wear better than others, and we are constantly working away at those "others." In this
way the Victor advances all along th

On sale in our Boot Balcony and nowhere else. It's the Simpson Shoe

Overshoes and Rubbers

## ait w ion


name. Sells for $\$ 1.25$ all over the country. As a good
practical timekeeper for nockabout use it is famous. chain and charm free with he watch for $\$ 1.19$.


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\text { ry a pair of Victors next time you need a good } \$ 4.00
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 Youth's, isles 11 to to 13 . Regular value
sion, Thursday sse.
Misses, sizes 11 . to 2. Regular value
women's sees thursday:
(Telephone orders filled.)
Men's Goodyear Welted Boots $\$ 2.49$

