## tractions aist De.

 hent
nference to Form
late an Active


A SUGGESTION


## "JUST BECAUSE"

Is not always a woman's reason. This time it is ours, and wo say to you in all sincerity that BECAUSE we are not
in the HIGH RENT District we can and do offer you Bargains that you will be wise to take advantage of. This is the in the HIGH RENT District we can and do offer you Bargains that you will be wise to take advantage of.
last week of our Cut Price sale. Next week we take stock, so between this and Saturday night GET BUSY.

| Men's Sheepskin Lined Coats 6 only, regular 6.50 coats |  |
| :---: | :---: |


| Leather Coats, 3.98 |
| :--- |
| Wool Lined for |



## Men's Over

coats for - 2.98


|  |
| :---: |
|  |
|  |
|  |



NEXT WEEK THESE BARGAINS WILL HAVE PASSED INTO HISTORY, SO WE SAY TO YOU SHOP
BEFORE SATURDAY NIGHT


Hamilton Happenings

## H


MOTEL ROYAL


BUYERS' DIRECTORY


## There Is Only One Bovril

| The original and genuine preparation of prime beef whic contains all the nutritive，stimulating，and flavoring qual ties of the meat in a concentrated form． <br> This nourishing preparation is very important to the healt and wellbeing of your household； <br> For，by its aid you may prepare many tasty，economica and satisfying meals． <br> When，therefore，you wish to increase the feeding qual ties of any dish or to make it specially appetizing－ BO VRIL is exactly what you need． <br> Therefore，do not be induced to accept some other pre paration in place of BOVRIL． <br> That name is your guarantee that the article you buy really does contain all those qualities which make meat so valuable and neces－ sary an article of diet． |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


| Wensoeke |  |
| :---: | :---: |
| Public Amusements |  |
| y Miller in＂The Great |  |
|  |  |
|  |  |
| ，mind |  |
|  | Semem |
|  | 边 |
|  | Hixtiot |
| 边 |  |
| 208 | mine moom，metruns in． |
|  | Rism |
| Nomm |  |
|  |  |
|  |  |
| moo oremina atmo eriman nex meek |  |
|  | 边 |
| momb |  |
|  |  |
| max |  |
|  |  |
|  | ， |



## 

|  | A New World＇s Record by The Eel Paces Mile at Ottawa on the Ice |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Conditions Perfect for Phenom－ enal Trial－Maud Keswick Favorite for To－Day＇s Free for－All． <br> OTTAWA，Jan．21．－（Special．）－Five thousand people saw the greatest pacer |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | 为 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | 为 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  | JOAKS－TRIM EUREKAS，SGCARBORO MAPLE LEAFS |  |
|  |  |  | GLLL HERE TO－NIGHT | WII GROUP NO． 5 FINLL |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  | Renfrew Defeats Senators at Ottawa －Wiarton Wins at Markdale－ Postponements． | Club in No． 1 Semi－Final－ Kingston Bonspiel． |
|  |  |  |  |  |
|  | \％ |  |  |  |
|  |  | did |  |  |
|  |  | ， |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  | Toal． |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  | 边 |  |
|  |  |  |  |  |
|  |  | 为 |  |  |
|  |  |  |  |  |
|  |  | Nor， |  |  |
| － |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  | and fund cimpant |  |  |
| da |  |  | brom wime were |  |
|  |  |  |  |  |
|  |  |  |  | Mexicios |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |  |  |

FRIDAY MORNING


HE TORONTO WORLD

| Jack Sheehan <br> TORONTO AGENOY <br> 29 colborne st. <br> HORSE SCRATCHED <br> TOM SHAW, 18-5, Won <br> STANDOVER, 3-1, Won <br> PALO ALTO, 9-1, Won <br> Jutt the xind that I have been digsing up ohl my Hfe booss. <br> OH 1 TO-DAY! <br> on a speed marvel that goes to day and will win sure. This blrd will tin can the bunch from the barrer to wire, ando the result will never be in doubt. Get down good on this one, boys, for this is one of my occasionals. Termst \$1 daily, so weelks. |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

ARCHER'S WINNING WINNING
WIRES WIRES
 Big Cinch To-Day


|  |  |
| :---: | :---: |
|  |  |
| termes si paly, 5 Weekiy |  |
|  |  |
|  |  |
|  |  |
|  |  |
| torem |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Mateo ene |  |
| mice oro |  |
|  |  |
|  |  |
| A Mater |  |
| 为 |  |
|  |  |
|  |  |

## MOAE FISH HMTCHERIES FOR THE GFEDT LAKES



For a Perfectly Comfortable Trip to
$\qquad$ 32 - - = BAILEY COBALT Total sales yestercay on New
York Prouce Exchanse, sixky-
four thousand elight hundred mad fifty
twenty
thires. SMILEY ST SMILEY, STANLEY
\& McCAUSLAND
mix ixizix iax


| JOHN CATTO \& SON <br> Do You <br> Use Blankets? <br> Most likely you do.-Well we wang to tell you that we are selling <br> Pure Wool Blankets <br> $25 \%$ Below Regular Prices <br> Various sizes and welghts, singly whip- ped, pink or blue borders. <br> These are the balance of a manufac- turer's surplus-about 500 pairs-and <br> we plan to get them out before the end of the month. Nothing doubtful or un- desirable about these. Same qualities <br> as we regularly sell, but while thes last, you get $\$ 1.00$ worth for 75 eents. <br> Out-of-town Customers: Write about these <br> Pure Linen Towels <br> The Towel Stock must be reduced - during the next few days. We have <br> qualities, end hemmed, ready to use, $20 \times 38$ and $22 \times 40$ inch, regularly up <br> TO CLECAR ATT ge.ve DOZEI, <br> Another lot with handsome damask ends, regularly up to $\$ 6.25$ dozen <br> To CLEAR AT \$4.90 DOZEN. <br> Ladies' Suits <br> and Coats |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## GTY WILL ISX POWER

 TO REDULLIE STRETS If Legislation is Obtained ThereWill Be No Further Clashes
With Street Railway. With Street Railway.
Thitere will be no possibilty of an
tuture Twelth of July conilits be be
tween the city and the street rallway







## SELLERS-GOUGH

LaRGEST EXCLUSIVE FURRIERS IN THE BRITISH EMPIRE FURS OF TRUE ELEGANCE IN A GREAT MID-WINTER SALE LESS BY ONE-THIRD TO ONE-HALF THAN THEIR ACTUAL VALUE.
Sellers-Gough furs are selected with as much care as the expert chooses diamonds, testing one piece at a time, and we guarantee our furs their purchasers. Such a trustworthy stock as we offer to-day, collected according to our ideas of what is best and most desirable in furs, ALL AT CONSISTENT PRICE REDUCTIONS OF $20 \%$ TO $50 \%$, gives a wonderful gportunity to the citizens of this cit
to get fine furs guaranteed to be first-class. TO-MORROW WILL BE ANOTHER DAY OF SPLENDID VALUE-GIVING.

MEN'S FUR-LINED COATS, shells of finest eaver and melton cloths, lined with best qualmings down front of best quality plucked and rice....... .................. 59,00 BLACK LINX STOLES, an assortment of
new styles, best quality Leipsic-dyed skins, ined with black satin, trimmed with heads and
tails. Regular $\$ 35$ to $\$ 45$. Sale LadIes' persian lamb Jackers, 24 to rocaded and black satins, trimmed with heary silk braid, and some with faney metal 99 .00
buttons. Reg. $\$ 150$ to $\$ 175$. Sale price
$\left.\begin{aligned} & \text { OANADIAN MmNX STOLIES - This line of } \\ & \text { Stoles has been during this season, our best }\end{aligned} \right\rvert\, \begin{aligned} & \text { BLAOK LYNXX MUFFS, animal style, trimmed } \\ & \text { with large head and tail, best quality }\end{aligned}$ Stoles has been, during this season, our best
seller. Made from the best Canadian natural $\begin{aligned} & \text { with large head and tail, best quality Leipsie } \\ & \text { dyed skins, lined with black satin, silf }\end{aligned}$ O7 aink, they come in a variety of new styles and tails, finest brown satin lining. 49,01
Regular $\$ 75$. Sale price.......... 4 MINE RUFFS, in tho new rug and animal yles, extra large size, made from the finest to $\$ 65$. This special must be seen to 38,10 adies' FUR-LINED COATS, shells in the lies' cloth, lined with the best quainty muskrat and grey squirret,
collars of sabbe and Persian lamb, all 45.01
sizes. Regalar $\$ 65$ to $\$ 75$. Sale price
dyed skins, lined with black satin, sllk
vrist cord. Regular \$40. Sale price 270 WHITE THIBET MUFFS, large Imperial style wrist cord, made from the best quality No. 4 White triber syours, mado from bes quality No. 1 skins, 66 inches long, lined
best quality white satin. Regular 11850.8714
 from bright glossy akins, with black bid pefms
beautifolly finished. Regular $\$ 18 \%$ Sale 1274
price.........................

Out-of-town patrons -order by maill-we assure you our most and attentionew***

The Sellers-Gough Fur $x=$

## $\xrightarrow{C o}$., Limited <br> 244-246-248-250 Yonge Street Lomier




## Stock-Taking Day is Like Our Examination Day at School

IF YOU ever had to take "examinations" you know how the day of the "Exams." loomed up in your mind weeks before. You gave yourself over to preparation more and more as that day of days grew nearer.

Just $s 0$ with Stock-taking Day. We are preparing, Prices on odd lines get lower as the month passes. Saturday will bear us out. Shopping will prove highly profitable to-morrow
TheSaturday Programme for January Whitewear


Men's \$1.50 Shirts 69c
 $\pm \rightarrow=4=2$

Men's Fur Coats and Caps



## Footwear for Saturday

A Pre-Stocktaking Sale of Girls Dresses and Coats $\mathrm{S}^{\text {OME }}$, ot these dreserer will tome in
 are echool dresese. The cants re the
 through.

## 



Stock-taking Sale of Girls' Coats atave

More Trimmed Hats at \$2.85

Saturday's Grocery List $\$ 2$ Gilt Clocks 98c


Ladies' and Children's Underwear About Half-Price


Satins in the Fashionable Shades
We are showing fit the silk Department splendid val ues in Rich Dress Satins in the searece and more exelusire colors.



Wash Goods Dept. Reductions
Chances like this grow interesting now that thoughtful people are planning
ahead to save tedious work in the hot wea-

nitan
, min
anm
and $\pm=2=2=2$
lengthes. Regular g9c to bicc yard, for
198.


vinex outurn sume nome






Wall Papers
Hall Price C-m



The Housefurnishing Club Asks

## Only ONE Condition

T
HE SIMPSON HOUSEFURNISHING CLUB for January stands at your servia Its plan of operation is simple, Its offer is liberality itself, Every one who need
housefurnishings will read with interest the following plain straightforward statemer its aims and objects.
The Robert Simpson Company have a very large department devoted to carpet and curtains and housefurnishings generally. On the floor above a whole flat is given up to furniture.
Now January, the middle month of the winter, is generally a "slack" month in the
stores, although we never notice it in stores, although we never notice it in this store. We provide attractions and inducements keep business lively.
many departments of the store.
many departments of the store. niture and the Carpet and Curtain Departments. We have found this Club to be of re service to its members and a great boon to the business of the store, and we unhesitatingli declare it to be the most liberal offer we ever made on so large a scale.

The Club service is this :-
Furniture Department. They may choose of the Carpet and Curtain Department and CHARGE it to their Club account. Payments may then be arranged at mutua! convenienc spread over the next six months. No interest will be charged or any extra expens entailed in any way whatsoever. The is limited to 500 members, and goods must be chosen during this mi

You Must Own Your House
The Housefurnishing Club Office is on the First Floor, James Street, in the n store. If you will talk it over with the Secretary in person you will
liberal offer to your own case and see just what it enables yout to do.

