



Presents That Combine Comfort and Luxury at Low Cost



Pretty Low Prices for Parlor Pieces


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\＄5．00 FISHER TUBE SKATES FOR \＄3．50

Make an Excellent Xmas Present SKATESEOTH S3．50． Nobate montise



The A．D．Fisher Co．，Ltd．天来



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## GOUGH'S $=$ GOUGH'S

 Tempting Friday and Saturday Bargains for Christmas Shopping HOLIDAYSALEEvery person who wishes to save money on Christmas shopping will be vitally interested in these Friday Bargains-all over the store we have priced everything so low
that you will marvel at the values offered. It may not be in accordance with accepted business methods to sell goods this way-below regular prices just when the that you will marvel at the values offered. It may not be in accordance with accepted business methods to sell goods this way-below regular prices just when the demand for them is greatest-but this store is interested only in serving its customers fairly-not taking advantage of conditions that might make far larger profits, but at all times giving those who trade here the full benefit of the economies that result from buying and selling in large quantities. Come Friday and profit by prices that canno
through to the Shoe Department in the basement.


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Smoking Jackets, Bath Robes and Cardigan Jackets Sensible, comfort-giving, joy-giving gifts for
any man, the kind of things he wants, yet that
he seldom buyE for himself. Our holiday line





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## GOUGH BROTHERS

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6 and 8 QUEEN STREET WEST
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HBOR MEN OPPOEED TUURK RCLLAMM SUTTIN - TOLCEENSEREDUCTION ON BIRTHOF PRRLIMMENT

## THE LAST OPPORTUNTTY TO GET A PAIR OF TROUSERS FREE

## With Every Made-to-Order Suit or Overcoat SATURDAY ONLY

We intended that last Saturday would be the only day of the gift-giving of a free pair of Trousers, but we have received so many requests from the public since for another opportunity to take advantage of our offer that we have decided to put it on again this Saturday. It will positively be the last. We sold enough suits last sale to come out with a narrow margin of profit, and we feel that we can duplicate the day again to-morrow. As we said, it's a betting chance if we clear anything. Providing we sell a whole lot of cloth, why, there is some profit. This chance---positively the last---should prove a big opportunity to you to get for fifteen dollars a bang-up-made-to-order-suit, with an extra pair of trousers, sold anywhere else for five dollars, thrown in.

## YOU CANT AFFORD TO PASS THIS OFFER

 Made-to-Order Suit or Overcoat NO II$M O R E$
There are thousands of patterns from which to choose--you absolutely take no chances. If the goods when finished are not satisfactory, why, you may get your money back.
These free trousers are not only to give larger value for your money, but to show just what splen did lines we have in high-class imported woolens. A made-to-orden pair of trousers absolutely free,
regular five dollar goods anywhere else.
There will probably never be another opportunity like it. Come early and get a larger choice.
SCOTLAND WOOLEN MILLS CO.
139 Yonge Street, Toronto

# Semi-ready "Lonely" Sale!--Only Once in a "Blue 



## THE GREAT SALE STARTED THIS MORNING, AND WILL LAST 12 DAYS, IF THE LOTS HOLD OUT

And we 'll repeat what we said yesterday with a double emphasis : 'This year we advertise this as the greatest 'Lonely' Sale that has ever been in Canada, and we will confess to you the 'reasons why' the prices are lower and the choice is larand we put in a stock of fine Semi-ready garments in anticipation of a 50 per cent. increase in trade. It didn't come off| The trade depression affected us, even though we did a larger business than ever. The Hard Times brought to us a lot of careful and correct dressers who could not otherwise have been persuaded that Semi-ready Tailoring is better than Custom Tailoring-better every way you look at it," But we have more goods than should be in any "Semi-ready" Wardrobe at this time in the season by long odds-and just when you'll appreciate it most we start the greatest "LONELY" Sale ever put on-and Semi-ready needs no special word from us at this stage on the score of style, character and quality-take the benefits and be the best dressed man in town.

The "Lonely" Sale Means Cutting Prices in Two---and To-Day is the Day the Money-Saving Begins for You on Semi-ready Garments


Put the Christmas gift spirit into the sale from your own standpoint and figure out what a "handsome" gift a Semi-ready Suit or Overcoat-English Ulster-"Imperva號

## Ed. Mack, Limited 81 Yonge Street <br> Tailoring <br> This is the Only Semi-ready Wardrobe in Toronto

HEL MARAIISE THIS, PEFFOOMED ON STIGE Crowded House Witness Ceremony at Majestic Theatre-A Few "Asides" Enliven Ritua'.









## WHITE BROS.

Pay Us $\$ 1$ Per Week There's No Other Credit Clothing Store That Gives the Values and Terms We Do
Our Prices Are Moderate and We Aim at Giving the Newest and Most Fashionable Clothing at Rock-Bottom Prices. Our Torms Are Extremely Easy


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your money back
$\underset{\text { Cor. Yonge and Temperance Streets, Toranto }}{\text { The }}$

\section*{| Day's Doings in | $\begin{array}{l}\text { West Toronto } \\ \text { Yorth' Toronto } \\ \text { YORK COUNTY }\end{array}$ |
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| East Toronto |  |}

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WELL KROW RESOEET







## SELLERS - GOUGH

# Only Seven More Shopping Days 





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## The Pity Of It!

A death every three hours-a needless death. That is the terrible record of con-
sumption in the Province of desolated by The White Plantares an an anerage, home is attendant suffering and sorrow, is so cruelly unnecessat all this slaughter, with out, and it will be stamped out-but not until people learn to value their own lives and the lives of their fellowmen as highly as they do the lives of their cattle! See what is being done just now to keep the foot and mouth disease out of the country!

The whole, Niagara Peninsula has been placed under quarantine. Veterinary inspectors are making farm-to-farm visits to search for traces of the disease, so that it may be stamped out. All traffic in meats and live stock from the United States is prohibited. A lady is not even allowed to bring her lap dog when entering the country. Even the food brought in by the dining cars and private cars is destroyed. No expense is spared to keep the disease out of the country and save the cattle, and it is right that it should be so. But does it not give us something to think about?
Action like that would stop the spread of consumption in a year-and in a gencration would make it only a ghastly memory. That is the kind of action we are going as a poet says, we wouldn't have to wait a nother day before something would be done. In the meantime the work of fighting consumption is left almost entirely to priate charity. The trustees of the Muskoka Free Hospital for Consumptives are doing all they can to relieve the suffering and restore them to health. They are also dotion to go on and are keeping the matter before the authorities all the time. But they

Remember that the Muskoka Free Hosnital is more than a charity. It is an institution with a mission. By showing people that consumption a can be cured it is has-
tening the day when everyone will insist the vented. The money you give will do more than help to restore a needy and suffering onsumptive to health-though every cent will be spent for that purpose. Every patient who is cured at once becomes an example of what can be done and teaches scores of moner will not only relieve living that not only cure but prevent the disease. Your money will not only relieve someone who is suffering, but will help to give the comgive your money so that it will do so much? Give to-day and give way in which you can Contributions should be sent to W. J. Gage, Esq., 84 Spadina An J. S. Robertson, Secretary-Treasurer of the National Sanitarium Association, 347 King
Street West, Toronto.

## BURROUGHES



THE TORONTO WORLD


## The Ideal Xmas Gift

| THE ARGUMENT |
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## The "AUTOMOBILE SKATE" other -- and stronger.

A boy and a pair of skates. It's a natural combination. You have the boy, we have the skates. The skates are good for the boy. Why not give
them to him as a Christmas gift? He will appreciate the "Automobile Skate" because it's something new, and better to look upon than any other on the ice to-day.


The "Automobile Skate" has an aluminum alloy top and a thin blade of nickel steel. Being light in weight Being strong it defies hard usage and continual wear. We stand behind this Skate with an absolute guarantee for one year against breakage.

Write for Catalogues and Book of Hockey Rules. See our display of exclusive Skating Boots. The Store remains open very evening until 9 oclock, including
evenin
FOR SALE BY ALL REPUTABLE DEALERS, AND
Canada Cycle \& Motor Co., Limited 151 BAY STREET, TORONTO.

HOLLAND-AMERICA LINE

 Pacificic Mail Steamship co. Cop
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VARDIINE



## New Yrris and Cube Mail S.s.co

Are You Interested in Practical Gifts? If so, call at

## Nutembinado

AIKENHEAD HARDWARĖE
LIMITED,
TEMPERANGE STREET,

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THE TORONTO WORLD.

## Hereditary Prineiple Modified by Select Committee of British

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## Your Vote and Influence is Respectfully Solicited for <br> Albert Welch As ALDERMAN WARD FOUR <br> Send a Business Man to Look After Your'Business at the City Hall

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Our Xmas Bargain Bells are Ringing
Your pooney will positively grow when you begn buy ong pofit still closer to the cost price,
pricing them we have shaved our usual small margin of prom
because of the extra demands this holiday season puts upon every pocketbok. because of the extra demands this holiday season puts upon every pocketbook,
be want to make this. Friday and Saturday the biggest bargain days in the ann
We mind
$\$ 10,000.00$ WORTH OF HOLIDAY GOODS





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| These are the two qualifications which particularly characterize. <br> The <br> Manufacturers Life <br> A good illustration of the tremendous progress made by this Company is found in the lact that this year when it had been just 21 years in existence it had over $\$ 54,000,000$ of insurance in forcerecord never, yet equalled by any other Canadian Company. <br> Head Office-Toronto, Canada $\qquad$ <br> G. A. SOMERVILLLE, General Manager. |  |  |  |  |  |  |
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G. A. somervilime General Manager

Chicago Market Closed Lower
Liverpool Cables Are Up
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THE TORONTO WORLD
DECEMBER $18 \quad 1908$
17
FARMING AND LIVE STOCK PAGE


##  MESIMPSON: <br> A Page Full of Bargains for Those Who Shop on Saturday Before 10 a.m.

As an inducement to early shopping we're printing a page full of things suitable for Xmas giving that go on sale Saturday morning at 8 o'clock. Although the quantities are not small the values are such that there will likely not be any of these goods left atter io a.m.


Christmas Handerchiefs

Toys
natome
Gold Filled Lockets and Chains, 98c Each


By $===75$

Ladies' Umbrella Special.
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## Belts and Hose Supporters路 Ham smonem sat ining 25 c .

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