



Hundreds of New Winter Coats That Have Not Yet Been Shown, Included in a Half-price Offering, Tuesday, at $\$ 6.95$








Tuesday Economies in Staples and Bedclothing Lerge Irish Huck Towels Priceed at Per Pair, 480

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ROYAL TINNING



CANADIAN PACIFIC PRESIDENT CARRIES TRADITION FORWARD
Sir Thomas Shaughnessy Has the Imaginative Power Which Characterized Howe, Ste phen and Smith, and Sir Wil liam Van Horne-The Br ain Behind an Era of Expan sion and Operation.



## 

SALVATION ARMY IN TORONTO HAS KEPT PACE WITH THE CITY
Col. Holy of Philadelphia Rev isited Toronto After Absence of Twenty Years to Find the Mercury Down to Twenty
Below Zero Preached of Twenty Years to ind the Mercury Down to Twenty
Below Zero-Preached at Army Temple Yesterday.

Housekeeping, Nursery, Gardening and News of Interest to Women

SOCIETY AT THE DRAWINGROOM HELD IN OTTAWA SATURDAY G


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## Hydro-Electric Sewing Machine

Drop in This Week and Motors

Motor doese all the work, Anl you do io guide
 Toronto Hydro

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## "Eat More Bread"

Of course you should "eat more bread"-and less meat-but be sure your "bread" contains all prepared in digestible form. The only "bread" that fulfils all these requirements is

## SHREDDE: WHEAT

## $t$ is made in Canada of Canadian whole whee

steam-cooked, shredded and baked. It is a natural
elemental food and is not treated or compounded with anything. Its purity, cleanliness and fool value stand unchallenged, being endorsed by the highest health and dietetic authorities in Canada and he United States.

Al ways heat the Bliccuit in oven to restore crispnes.
Two Shredded Wheat Biscuits with hot milk or creme

The Canadian Shredded Wheat Company, Limited



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| The Toronto World founose 1 nos． |  | The Board of Trade Elections and the Purchase Agreement |  | AT OSGOODE HALL |  EDDY＇S WARES |
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|  | $\underbrace{\text { the }}_{\text {the }}$ |  |  |  | Winter Necessaries at Reduced Prices |
|  |  |  |  |  |  |
|  |  |  |  |  | All＂JAEGER＂Goods at 20\％Discount |
|  |  | uta |  |  | Underwear，Camelishair Overcoats，Coat Sweater，Blankstats |
|  |  |  |  |  | Thase are clearing prices for our＂Aquatite＂Ore |
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|  |  |  | Trust Funds |  | REYFORD \＆CO．， 85 King Street West |



## MEAFORD RINK WINS THE FLAVELLE TROPHY

THE TORONTO WORLD



Guelph :-: Brantford :-: Brockville :-: Cornwall Lehigh valley NEW DEVELOPMENT LADSHOT INARM REV.DR.WAPDPO IN RALLWAY DEAL


Receiver May Be Appointed
for the Grand Valley Elec-
tric Road. BRANTFORD HAS HYDRO Street Lights Turned on Saturday Night Add Much to

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 $\left\lvert\, \begin{gathered}\text { REV.DR. WARDROPE } \\ \text { DIES N MONTREAL }\end{gathered}\right.$ LOSES FOOT INSWITH DIAMOND
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## THEATRICAL ATTRACTIONS IN TORONTO THIS WEEK

 JANUARY

THE TORONTO WORLD
JANUARY 191914


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## NEWS OF A BUSY WEEKK

Successful selling, like successful shopping, is a matter of planning. It is just as cide what you need in your home. Because we have planned well and oarefully, valued our goods closely, and named very low prices, we are confident of
and advise you to come early in the week for the best shopping

## The Second Famous Painting

## "COLUMBUS AT SALAMANCA"

## Simpsonize Your Spending

 Madam, will you forgive ourimpertinence if we ask whether
or impertinence if we ask whether
or not you have the reputation
of being "a $_{2}$ good manager"? of being "a good manager":
Are youknownanony yor ac-
An intance as a person who quaintances as a person who
can do a lot with a very little? Here is oprt of a l letery from a
nother, who was a mother, who was a good man-
ager, to her newly-married
daugliter. It may be letting daughte
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 Copenhagen and cream. Extra specialNEW SAMPLE SPRING SUITS.








Sample Dresses $\$ 6.95$
HatsforSkating and Out-of-Door Sports Tuesday Special $\$ 1.00$

$\qquad$do
 Drug Items of Fine Stationery Saving
 Warm Slippers and Rubbers at Special Prices
RIBBON-TRIMMED SLIPPERS, sockid
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ThenTuesday specars of age. Regularty $\$ 1.25$
St 1.29CHILDREN'S Boots, 89 ©brands, ine Hubbard" and "Tetr


The Blouse Shop


## In the January

## Whitewear Sale

 sleeves finished, with lace. edging; silk draw ribbon in neck;lengths $56,58,60$ inches. Regularly 75 c. Tuesday .. $\mathbf{5 0}$ Princess Slips, fine nainsook; yoke front and back, and flounce of handsome embroidery; silk draw ribbon in neck;
sizes 34 to 42 bust. Regularly $\$ 2.50$. Tuessday ...... 1.65 Underskirts, fine nainsook: deep flounce, trimmed with
wide embroidery and Val. lace insertions and edges; sizes 38 to 42 inches. Regulariy $\$ 2.25$. Tuesday … ... ... $\mathbf{1 . 2 5}$
 Drawers, fine nalinsooki ruffles of fine embroddery and
lace; beautiful qualities; lengthe 23 to 27 inches, Regularly
$\$ 1.25$ and $\$ 1.50$. Tuesday.

$\$ 4.00$ TO $\$ 5.00$ GIRLS' DRESSES, $\$ 1.98$,
 85c TO $\$ 1.50$ VESTS OR DRAWERS, 59 c ,
Women's Vests or Drawers, heavy or fine ribp


## The Robert Simpson Company, Limited

