



## the button-

 dressiest sts in thepair a top pair a top particular men, toolours calf, f, and pa
olid built goods-all lits-heary lower heels 4 Enings ores onge Sts.
iniors
tby T.C.C.
k Like the Toam to
nior Champlonshlp
Trie naik-tmos coror







> MEN! Get One of These Stylish SpringSuitsNow!


## Suit or Overcoat

Made - to - Order and Guaranteed Satisfactory
\$11.75 \$13.50

ACCORDING TO THE MATERIA

There is always an advantage in buying clothing a little ahead of the season. You get a better selection, it's off your mind, and you're ready when the PORTUNIT THIS IS AI EXCE these prices, the lowest in Canada-SUTT OR OVERCOAT,MADE-TO-MEASURE, IN THE NEWEST STYLES, FOR \$11.75 AND $\$ 13.50$, TW0 GRADES OF, MATERIALS.

## Dress Suit Special!

Dress Suits, made-to-order, beautiful material and newest style in every respect, $\$ 18.00$ : Ex-

Crawfords, Limited \&om 211 YONGE STREET Natict




The Toppy, Tasty Toast


Food science has taught us that there is much body-building nutriment in the whole wheat grain which we do not get in white
flour. The only question is how to make the whole wheat grain digestible. That
problem has been solved in the making of TRISCUIT the whole wheat, steam-cooked shredded, wafer. a wafer, and baked - the maximum of nutriment inssed smallest
bulk. Many people prefer tit ororinary bread toast. Heated
in the pven to restore its crispess it it delicio for. in the pven to restore its crispness it is delicious for luncheon,
or for any meal, with butter, potted cheese or marmalades. "THE TOAST OF THE TOWN" Made of Choicest Selected Canadian Wheat A. Canadian Food for Canadians

The Canadian Shredded Wheat Company, Limited Niagara Falls, Ont




Satistied Patrons
UNITED OPYICA! COMPANY








## Porcupine Stocks Advance Sharply--Silver at 60 Cents an Oz .



## Mackay Common Wakes From Long Sleep--Wall St. Apathetic

## Dominion Securties Grporamion himityed.

NG ST Officor
 aresident
A. FRAser
W. MITCHEL


MONTREAL BRANCH,
CANADA LFE BUIDING

- srenethnv

CANADIAN GOVERNMENT, MUNICIPAL corna CORPORATION BONDS

Wall Street in Torpid Condition And Stock Market Barely Moves
Speculation in Mew York, at Low Ebb, and Price Changes Ar


January Dividends Should be Invested in Our
CUARANTEED MORTCACES
Netting 5\% Per Annum the trusts and guarantee company 45 King Street LIMITED


## THE DOMINION BANK $-2=$ $= \pm=$

## THE STOCK MARKETS



## THE <br> Canadian Bank of Commerce <br> Drafts on Foreign Countries


 This Bank has inexcelled facilities for handling every descipry
tion of Banking Business throughout the , world.
is

For Sale
HERON \& CO,
A. M, Gamplell

Unlisted Issues

ievinal of activit
III-WONTEELL MRRET
ement Stocks Move to Front Wit art Gain - Steel Corporatio Takes a Back Seat





WM. A. LEE \& SO
MONEYMTO LOAA




## Tarly Advance in Wheat Market Wiped Out in Late Dealings

## ommerce <br> Ress, <br> and

## soor Excmial

 ON \& Co, ted Issues

## t. West, Toronto



## \& RLUMMER

## SEAGRAM 2


and on inem verime
Sand BOND
HARA \&

CKELL \& CO,

BiRhaili a


## \& SMITH

and Bondr
oronto

## - Piorgan \& Co


LEE \& SOII


##  <br> EES, RECEIVERS IGuDATORS Cank Chamber <br> T STREET <br> T STREET

 THE ALLOTMENT AT \$1.00 PER SHARE
WILL BE WITHDRAWN AT NOON TO-DAY

AMES F. GALLAGHER \& COMPANY


JAMES F. GALLAQHER \& COMPA VY AMERICAN CHEMICALS CORPORATION


THE TORONTO WORLD
FURTHER ADYMICE
II ONTRAIO GRIIIIS

## Red Willow Coal Company <br> LIMITED


DIRECTORS
PRESIDENT. William D. Wilson, Toronto (Vice-President and Managing Direc
tor Wilson Lytle, Badgerow Company, Limited) VICE-PRESIDENT M. Watoon Anione Banter

SEC.-TREASURER

M. Morden, Toronto (Director Twin City Coal Company, Limite
 $2=$

## HEAD OFFICE

Suite 239, Confederation Life Chambers
TORONTO
MINES and WORK8

The property of the Red Willow Coal Company comprises 2,720 acres in Red Willow, Alberta hat a firm the 15 th inst,. no more Preferred Stock will be sold at par; and the offer of bonus stock will Of the merits of the enterprise there is absolutely no question. The location of the
3720 acres of land which the Company has purchased could not be better. It is in the 320 acres of land which the
heart of the finest soction of Alberta, about sixteen miles northeast of Stettle, on the Cana-
dian No dian Northern, Edmonton to Calgary branch, Nothing need be saic as to the fertility of
the soil. The whole world looks on amazed at the enormous yield and high quality of the Canadian grain. Men and money are pouring into this section of out Canadian West,
forming one of thie richest and most progressive centres of that province. They are building many large towns, and will consume coal as fast as it can be mined.
The Company is engaged in a great com mercial enterprise to meet the increasing de-
mands of the ever-growing West. The coal companies operating at present in the West mands of the ever-growing West. The coal companies operating at present in the West
are building up a great and growing industry and should the Red Willow Coal Company,
Limited, devote its attention to the production of coal alone it should be in a Limited, devote its attention to the production of coal alone, it should be in a position to
pay handsome dividends on the common stock after taking care of the preferred. The report pay handsome diyidends on the common stock, after taking care of the preferred. The report
of the Compan's coal property by Mr. Norman Fraser, a wellitkiown coal expert and It is a matter of common knowledge that with the growth of towns in the West ( 300
ew towns having been started last new towns having been started last year, and over 1550 in the past tight years) thesobtain.
ing of building material has been a serious problem. A valuable asset of the company, therefore, is the uulimited supply of clay for the manufacturing of red and white brick. It is the
purpose of the Company to instal a plant to manufacture 50,000 bricks a day, and also a
plant to mine 500 tons of coal a day a
A very important avenue of profit will be the sale of Lits in the Town of Glen Hayes
(\$25,000 worth of which has already been disposed of) which has been conservatively esti-
mated to yield the Company a net profit of at least \$150 mated to yield the Company a net profit of at least $\$ 150,000$. Glen Hayes is destined to be-
come a very important centre. Within a radius of six miles, over $1,000,000$ bushels of grain
were shipped last year. A recapitulation of the profits to be derived from this extraordinary safe investment,
which will be drawn from four magnificent avenues of business, namely, the land yielding which will be drawn from four magificent avenues of business, namely, the land yielding
at least $\$ 20,000$ per annum, the brick manufacturing plant at least $\$ 30,000$, the coal mines
taking out 500 tons a day, a net yield of nearly $\$ 150,000$, and from the sale of town lots taking out 500 tons a day, a net yield of nearly $\$ 150,000$, and from the sale of town lots
$\$$ Inspopo; we say this four-fold source of revenue absolutely guarantees the payment of the 7 per cent. aividend on the Preferred Stock, and a very large dividend on the Common Stock. sterling inteecrity, men of the highyest principles. men when whay may be trusted to the very limit
in any and all business transactions. One has the assurance, therefore, that the affairs of the Company will be handled to the very best possible advantage. Get into the Company
whose destinies are guided by men of this stamp, whien ITS FUTURE IS BEFORE ITNOT BEHIND I
The Red Willow proposition is an absolutely honest, straightforward, money-making
business enterprise for businiess men, and every man who has been over the ground sal that this Red Willow proposition is the best he has seen, and we carnot too strongly recom The y The stock is now selling very rapidly, and as this is an investment of an exceptionally
eritorious nature you cannot afford not to investigate. WRITE US AT ONCE FOR LLUSTRATED BOOKLET giving full particulars of the Red Willow Coal Company, Limited, which will be mailed to you without any obligation or expense on your part.
Subscriptions will be filled in the order received, but we reserve the right to reject any
J. A. MORDEN \& CO.

Suite 239, Confederation Life Chambers, Toronto TELEPHONE MAIN 2342
Crown Reserve Mining THE OANADIAN BANK
Company, Limited
Dwivers wo.

A Week of Very Special Pricing in Wash Goods Monday's Prospan


## 






The Separate Skirt BigShipment of Black Question

 new spring goods
somen













## ting coat with binas. awnill fit



Rush Sale of Black Willow Plumes




 All the Way from Ireland for Monday's Sale chisis0




## This in the Lunch Room Gridll 3 to 5.30 Maple Syrup Ten Cents <br> Carpets

## Offer Large Indacements in Price and Grade

 tumbe sion Guad hiderood-will. The Simpson Store is rul in the rinciple of mutual beneft, and seeks your approval in every The February Sale of Hosiery

The unusual quality and huge selection are features make a sale not equalled in the pricing to






## Linens and Staples---Second Floor  <br>  <br> 





 Hosiery
pair, 19c; 3 pairs
price, Children's Cotton Stockings,
tan, black Regular 25c, sizes
$51 / 2$ to $81 / 2$. MTonda Hosies $51 / 2$ to $81 / 2$. Monday Hosiery
sale price $\ldots \ldots . . . \quad: 121 / 2$ Men's fine imported Silk and
Wool Sock, fine elastic rib black, with contrasting colors
in sik. Regular 50c, Hosier Sale price, Monday, 35 sc; 3
pairs ... ... ...... 1.00 Mhre
M
fonc
fanc
Hos
N Men's fine imported Lisle
Thread Socks, plain black and
olors, silk embroidered cys, silk embroidered, and ncy patterns. Regular 40 c,
osiery Sale price, Monday,
.
BATH ROBES FOR MEN

## tled effects. These bres, reds, and greens, in fancy striped mot

 Boys' 2-piece Blue Suiting, made of all wool English wor
sted, double breasted, ong roil, 3 -button style, well taliliored, full
American bloomer dants, lined with first-class English mot
Amize 25 .

## Sizes 25 to $30, \$ 4.50 ; 31$ to $34, \$ 5.00$.

## Children's Boots

 260 pairs Children's Boots, Dongola kid leather, Btuceferstyle, patent toe cap, spring heel. Sizes 5 to $10 \% / 2$. Monday 300 pairs of Misses' Boots, selected box calf leathers, Blucher style, low heel, solid leather, medium weight sole,
neat, warm, strong school boot. Sizes 11 to 2 . Monday 1.69
Same Boot as above, sizes 8 to $101 / 2$. Monday... 1.29 CHILDREN'S RUBBER BOOTS. 76 pairs of Rybber Boots, bright finish, light weight, waru
 Cleaning Preparations in the Grocery Section




Marvellous Worth in Furniture of Many Sorts Choose your furniture regardless of price Monday, and you will
not be disapoointed look at the tickets. The February Sale is giving values nowhere exled and seldom equalled.


## Lighting Equipment



