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## STARTS SATURDAY, JANUARY 11th GREAT ALTERATION SALE

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83.00 1.95
sion Boots. 2.23



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 E.East, Toronto. 2



## 

AN ALTERATION SALE for the purpose of reducing our enormous stock of Men's and Boys' Clothing, Furnishings, Hats and Shoes-before starting on the alteration of our store front, which will entail the loss of business for a number of weeks. Never before in the history of merchandising were such bargains as we offer at this sale. We closed our store all day Friday, January 1 oth, to enable our salesmen to prepare for the greatest sale in the recollection of the citizens of Toronto. This is not a sale of a few shop-worn or old oodds and ends, but the cream highstock is at your disposal at the lowest prices ever offered by us-the Pioneers of Moderate Profits on Clothing. Nore
est pitch-expect to find bigger bargains than were ever offered here or elsewhere-then come Saturday morning, or as soon after as you can, and the bargains that meet your gaze will surprise you. Money back on anything purchased during this sale if goods are not satisfactory. Goods delivered to any part of Toronto.

Mirie ....


| (eamine French Briar Pipes in ireo; | 1.25 |
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|  | Box of 25 Manalal Victor 1.2 |
| (Tong Stem Rriar Pripes, vul: 35 |  |
|  |  |
| Box of to creme de to bereme 50 |  |
| Bax of 10 Rothechilds .. . 50 | Box of so Uniform Cigars 89 |
| Boox of 10 chamberlains : .:. 75 | 1.00 |
| 25 Favorita :.: : 1.00 | $\stackrel{\text { Box of }}{\text { coe Parkate }}$.: 2.5 |








Sale Starts Saturday, January 11th, and Contirues for Ten Days

## Clothing for the Boys

 Bring the boys and have them clothed better and cheape than ever belore.made Boy's Clothes

## Men's Underwear, Shirts, Gloves, Neckwear, oto.

## The prices on these lines are put on, not for the purpose

 of bringing you to oar store, but to sell them. Some people think when they get customers in the store they will trust to their bomboat aelling with these prices attached.lines will do their own

## Mon's ties

Auto Cauntlets


Mon's Bow Ties


 Men's Under




Swoators



 MENS
Rofzis
Refle
price
 Lounging Robes
Men's White Dress$\underset{ }{\text { and asce sale price ..... } 19}$



## Men's Boots and Shoes

After our alterations our Shoo Department will be on the Ground Floor instead of in
the Basement and we have to do some big selling to reduce our stock as we would


 Priee
BLACR

## 

Men's Flannelettewems fla nNeletite shirt

## Cigar Department

"Odds and ends" left trom sold out lots, wort
First come, best plokings. Choice for 2.95

## Here's a Pretty Bargain in Men's Suits

HE SUITS ARE MADE IN TWEEDS AND







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Youtris ovreconts, in meton,
sate price . $\quad 65$soys saillor caps, rege


Youth's Overcoats and Suits



## Men's Hats and Caps

 at even less than cost. This seems exaggeryou'll find the truth is told when you see them.


BRING THIS PAGE WITH YOU SO YOU WILI. NOT OVERLOOK ANY OF THE RARE BARGAINS OFFERED


# 2ansin The fllontreal <br> <br> THE STAR＇S POSITION <br> <br> THE STAR＇S POSITION <br> Che IIDontred Daily $\ddagger$ tar has a circulation greater by many thousands than any other English daily newspaper <br> IAew Dear Greeting <br> <br> \section*{TO ITS MILLION OF CANADIAN READER <br> <br> \section*{TO ITS MILLION OF CANADIAN READER <br> <br> <br> TO OTA Wishes A HAPPY AND PROSPEROUS NEW YEA} 

 <br> <br> <br> TO OTA Wishes A HAPPY AND PROSPEROUS NEW YEA}}
published in
ONTARIO．
©be 介lBontreal Daily $\mathfrak{W t a r}$ has a total bona fide circulation more than $\mathbf{2 0 , 0 0 0}$ in excess of that of all the other English daily newspapers published in Montreal，combined

The $\Omega$ IDontreal $\boxplus$ aily 9 tar has a circulation more than 45， 000 greater than the bona fide circulation of any other English daily newspaper in Montreal．

The $\{$ Rontreal Daily $\mathfrak{I t a r}$ enjoys a BONA FIDE proven Ehe of mentreal，besides a liberal circulation throughout the adjacent country

Cbe SiDontreal Ðaily $\ddagger$ tar has a circulation greater than the combined circulation of any SIX other English daily newspapers published in the Province of Quebec．

Cbe SiDontreal Đaily $\leftrightarrows t a r$ has a circulation in the City of Montreal which is more than 15,000 greater than the local circu－ lation of all the other English daily newspapers combined．

The SIDOntreal TCleekl义 $\mathfrak{m t a r}$＇s circulation is greater than the COMBINED CIRCULATION of the WEEKLY editions of any SIX SUCH papers in all Canada，and 100,000 greater than any other such weekly in Montreal，Toronto or any other city in the Dominion．ONLY BONA FIDE CIRCULAGers represents

The Elssociation of Emerical capital of $\$ 500,000,030$ and an annual expenditure for advertising in excess of $\$ 50,000,000$ ．This Association recently sent their auditor to Montreal to investigate newspaper circulations．THE MONTREAL STAR welcomed the auditor，who reported sup－ porting THE STAR＇S claims in every detail．It is reported that cit least one of the English

Why should a newspaper that has the circulation it claims refuse an investigation of its figures？

## WHY THE STAR SUCCEEDS

The SIDontreal $\ddagger$ ailv $\leftrightarrows t a r$ ，by its large proven ci culation，illustrates forcibly the confidence and esteem in which it is held by the public．


An Event in Canadian Journalism On Saturday，30th October，1907，The InDontreal ¥aily $\ddagger$ tar＇s circulation table shows the Saturday Wtar to have turned $\mathbf{7 O , O O} \mathbf{O}$ ，making 200，000 for one issue of ©be nimontreal Đaite and đoleekly for one issue is an event in Canadian journalism．
玉tar．This is

The आMontreal Daily $\Phi$ tar secures the confidence of ado
vertisers through the freedom with which it opens its books and records for public scrutiny．

The IDontreal Daily 5 tar has a circulation which is not stuffed，but is bona fide，sold，and paid for．It does not receive back unsold copies．

The आDontreal Daily 5 tat is credited，in sworn state ments of the Association of American Advertisers，with having even a greater circulation than it claims．The reverse condition－ is usually the wase witb most newspapers，no other paper in America being credited with the same condition．
 its circulation claims．

The Inontreal Daily 5 tar is appreciated by its advertisers and readers for the rule which prohib

The InDontreal Daily 5 tat，according to the expressed opinions of leading local and foreign advertisers，produces greater results than all the other English newspapers combined．

The תnontreal Đaily $\mathfrak{F t a r}$ always bases its claims upon the cbsolute SATISFACTION it affords its readers，and the RESULTS it produces for advertisers，to both of which the public freely testify．

The SiDontreal raleekly $\mathfrak{s t a r}$ ，with its great circulation， covering the rural homes of the entire Dominion，is regarded by the leading advertisers of Canada，Great Britain and the United States as being without a rival in the Canadian field as a producer of profitable returns．

## Universal Appreciation of Prominent Advertisers




# FITTING CLIMAX TO BIGGEST WEEK'S SELLING IN HISTORY OF OUR HOUSE 

## Sellers-Gough Fur Co., nem MANUFACTURERS' SALE

This sale has eclipsed any previous selling record we have ever attempted. We started out on January 1st to convert $\$ 125,000$ of the finest furs ever shown in Toronto into cash. We felt in price sacrifice that we would have to establish a precedent. We have, and one that will be hard to equal. The following specials will crown TO-DAY as the greatest day of the entire sale.

$$
\begin{aligned}
& \text { Mink Muffs, } 6.95
\end{aligned}
$$

Thibet Muffs, 2.95

Thibet Boas, 2.95
Black Thibet Boas. Regular 6 \&f salop pitice 2.95
\$145 to \$165 Persian Lamb Jackets, 110.00
 \$350 Alaska Seal Jackets 249.00




Isabella Fox Stoles
 mining murfs. Regular 82 to to 830 , for S16 To $\$ 20$ mink oravats 10 cravais .......... 9.75


Extra Special !
LESS THAN COST
Something Extraordinary


EXTRA QUALITY MIINK MUFFS Natural Canadian fur, large pillow style, Nambo Tub Muffs, a choice of over 20
Jtyles. Every Mink Muff that we have styles. Every Mink Muff that we
in our store is included in this special.
ind Prices re
$\$ 90$, sale
$\$ 42.50$

Isabella Fox Muffs


## Royal Ermine




## Royal Ermine Ties


Isabella Fox Muffs


## Alaska Sable Muffs

 ord
Hudson Bay Sable Muffs


Hudson Bay Sable Ties

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## SELLERS-GOUGH FUR CO., Limited

 244-246 YONGE STREET CoRNER
## The Insurance Law will be Opposed by the $1.0 . \mathrm{F}$.

So Declares S. C. R. Stevenson.
The Atliude of the I.D. F. toward the pending Insuranee Bill indieased by ing at I. O.F. headquarters by
last evening Elliott G. Stevenson, S.C.R.


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met Toomoro woul
Colds, Chills


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The WAY TO HEALTH


Dr. McLaughlin's Electric Belt
WITH FREE ELECTRIC SUSPENSORY FOR WEAK MEN,


NO MAN SHOULD BE WEAK



Wear It Until Cured and Pay Me When the Work is Done.

Use My Belt and Be Strong





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Cut This Out and Send it To-day
DR. M. O. McLaughlin 12 Yonge streot, Toronto, Can.

name.



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Doctors 1
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Е. KOHR MEDICINE CO., P.O. OMA $=$ FQW Eanh. MONTRIEAL


A LOT OF NO. 2 HARDWOOD Cut and split in lengths of 14 inches. Also a lot of Pine Stove Wood same length.
ALL SUITABLE FOR OPEN FIREPLACES OR STOVES.
Delivered in City at $\$ 6.00$ a Cord. Also a lot of Pine Stump Roots which can be cut for big fireplaces.

DONLANDS ${ }^{\text {ed }}$
COAL ano WOOD
W. MIOGIIIT de OO



| IF YOU WANT |
| :---: |
| Health, Strentith, <br> Vigior, Appetite |

THE ALIE GOSGRAVE THE PORTER COSGRAVE HAFL AND HALF.

GOSGRAVE'S
SELF OURE NO FIOTION!
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WELLINGTON KNNFE POLIS
WELLINGTON"KNIFE BOARDS POIYBRILLLANTMETALPOMADE SIIVERSMITHS SOAP EMERY. EMERY CLOTH GLASS PAPER.BLACKLEAD

POLSON IRON WORKS STEEL SHIPBUILDERS ENGINEERS AND BOILERMAKERS
high-grade refined olls LUBRICATING Oll HOFBRAU

Thi: of its. Kind ever introduced peparation

and sustain the invalid or the thites.
 IS YOUR HOME WARM?
$\qquad$ elight thousand of Toronto's
best homes warmed by the best homes warmed by the
Novelty Hot Water and Hot
Air Heaters. Twenty Alr Heaters. Twenty years a
successe behind them.

Toronto Furnace \& Crematory Co. umire Office : 72 King St. E. Phone M, 1907 NOTICE

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## BACHRACK BROTHERS

We Are Getting Ready for the Great FIRE SALE
of the "Hees" Building Salvage-and there's going to be the greatest sale of the day in Curtains, Curtainings, Drap eries, Cretonnes, Velours, Plushes, Raw Silks, Upholstery Coverings and other kindred goods.

Monday is the Day We Open It

\section*{| MUSKOKA LAKES COMPANY. | WHERE IS JAMES CARSWELL? |
| :--- | :--- |}








##  <br> Not One Penny in Advance or on Deposit

 ne need of new strength? Are there weak-
nesses which exhaust your vital forces? Does your back trouble you? Have you
Rheumatism, Constipation, Kidney, Liver Rheumatism, Constitation
or Stomach troubles?

FREE UNTIL CURED
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Có. umiteo Phone M. 1907
S. Phone P. 842

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## FREE BOOK


DR. A. B. SANDEN, 140 YONGE ST., TORONTO, ONT. ${ }^{\text {s }}$

THE TORONTO WORLD






|  | estate notices. | passenger traffic. |
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TRIPS ON SHIPS atlantic, pacific Mediterranean Poris ALLAN LTNE







 PACIFIC MAIL SIEMSHIP CO'Y

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holland america line



HOTEL DENNIS

## Atlantic city, N.J.




## MENS FUR COTS BIG JANUARY CLEARING SALE

We haven't overlooked the fact that men must be as much interested in this sale as the ladies are. coats? Here are some excellent lines to tempt you: Men's Fur-Lined Overcoats, made of best beaver eloth outside, lined with selected
with Persian lamb were $\$ 50$, for
$\$ 40.00$
Men's Marmot-Lined Overcoats, with Persian $\$ 35.00$
Canad
for
$\$ 65.00$
The W. \& D. Dineen Co., Limited
Cor. Yonge and Tempratance Sts. Torontio

## DIAMONDS NOW A DRUG.



THE TORONTO WORLD

