






THE TORONTO WORLD
THE TORONTO WORLD


## AT THE THEATRES

At the Rooval Alexandra. At the Princess


## RALPH HERZ

DR. DE LUXE NEXT MONDAY THE WEREK pASSERS-BY


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| DRESSLER |
| GAYETY |
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| "CRUSOE GIRLS" |
| SHEA'S THEATRE |
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| GRAND MATS. \#xpe 250,5 |
| OPERA |
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## DO YOU BREATHE

Pure Air or Diseased Air?





 The deadly germs elling to the duat , which rests on the walls,
draperies, carpots, and which is defly stirred up and carried into the
so
The Most Energetic Disease Maker is the Bad Air Which We Breathe!

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No chemieals are used in the apparatus, the air in the room is producing the Ultrat.
the air to ozone.
Many of the leading, Mercantile and Financlal Institutions
testify to the merits of Ozone Ventlation, and the increased efflcestif to the merits of Ozane ventlation, and the increased ef
ciency of emplozees whio receive the benefits of Ozpne. Maohin
will be installed tree of all cost, on trial, and subject to approval.

## AIROZONE ELECTRIC

 VENTILATING CO., Limited4 GOULD STREET TORONTO, - CANADA

Somers School of Physical Training


CoHege of Osteopathy SCHOOL OF NURSE TRALNIHG

Toronto HealthInstitute

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## UNION STOEK YARDS

OF TORONTO, LIMITED
the leadine stock yards of canad
Cattle, Sheep, Lambs Hogs and Horses

All Modern Conveniences for Quick,
Safe Handling of all kinds cf Stock DIRECT CONNECTION WITH ALL RAILROADS

RICE \& WHALEY LUE SIOCK COMMISSION DEALERS


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REFERENCE-DOMIWCON BANK. OPFIIGE PHONE JUNCTION SAS
D. Dun \& LEV CK

Live Slock ${ }^{2}$ Commission Dealers in Cattle, Sheep, Lam33, Cal Western Cattle Market and Union Stock Yards Toronto, Can.


COUGHLIN Q CO
LIVE STOCK COMMISSION SALESMEN Room 9, Union Stock Yard



##  <br> 

BRODERICKS ANNUAL SUTT SALE
Every January for the past ten years we have successfully pursued
the course of using the month of January to clear up our season's busi-

with the largest and choicest array of materials that you, or any other man, ever had the pleasure to select from.
Every yard of our entire stock of Scoteh Tweeds imported by us for
the season's high-elass trade soes into the sale, and with them we include the season's high-class trade. .osoes into the sale, and wit
all our West of England and French Worsted Suiting This immense aggregation of high-grade Suitings must be cleared this month, as we are advised by our Mr. Broderick, who is no in England,
that purchases for the coming season are so great as to demand every inc that purchases for the co
of room at our disposal.
$\left.\begin{array}{l}\text { Regular } \$ 40, \$ 37.50 \text {, } \$ 35 \text { and } \$ 31.50 \text { (0q) } \\ \text { Suitings, all at one, price................. }\end{array}\right)$
Two Important Facts to Remember
irst- First chosers have the whiole Second- The same careful worfemanship

Remember Brodericks, Annyal Suit Sale Starts on Tuesday
BRODERICKS LIMITED
113 WEST KING STREET
TORONTO


 Live Stock Buyer

BUYING ON ORDER A SPECIALTX
We have a good staff or saler to all our cus:omers
2tf Phone Adelalide 560
Maybee and Wilson




McDonald \& Halligan


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Pbone Parlk 176.


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| CBTH OF NEW YEAR | OR SUNDAY S¢ |
| Hotels and Th atres Were Scenes of Gajety With Novel Features to Celeb ation. | Innovation to Counteract Nicke Theitres Was Announced at Big Sunoay Schooi Raliy Yesterday |
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## The Imperial Life Assurance Co: of Canada Results for 1911


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Estate notice


USSHER, STRATHY \& CO.
USSHER \& CO.


## FISTMPSONT=

# The Highest Standard for Merchandising is Set By <br> The Old Adage : <br> The Proof of the Pudding is in the Eating Thereof? The Simpson Store 

 The Simpson Store}
has a parallel in the broadly planned special values outlined on this page. One trip over the st
test of the feast we have spread for you.

ingle Face Satin Baby Ribboñ, white, sky, pink, yellow,
turquoise, black, old rose; purple, moss and red; widths $1 / 8$,

Corsels at Half Price
600 pairs of D. and A. Model, long and graceful, with the new low bust, filled with finest rustproof steels, four wide side steels, six strong elastic garters, skirt hook befor medium figures. Sizes 18 to 26 inches. Regularly $\$ 2$ White Sale Wednesday, pair ... ... ... ... 1.00
A New Sale Price for White Blouses
Smart Tailored Shirt Waists of white vesting, silk
stripe, and figured design, are plain fitting, and have the stripe, and figured design, are plain fitting, and have the
new set-in sleeves, strapped seams, kerchief pocket, and new set-in sleeves, strapped seams, kerchief pocket, and
linen collar. Regularly $\$ 1.50$. Wednesday .... $\mathbf{1 . 0 0}$
White Lingerie Blouse, of fine sheer lawn, baby tucking, front and back, yoke of lace insertion and embroidery motif; smart kimono sleeve, tucked and
med. Regularly $\$ 2.00$. Wednesday ....... 1.59 Quick Clearing Prices for Women's Suils and Coals
They might reasonably be expected to bring more nearly their value, for they are good in every way, and very attractive in material and cut. Neverthless they must go before stocktaking, and many a woman will profit by the business exigency
REGULAR PRICES $\$ 15.00$, $\$ 17.50$ AND $\$ 25.00$, WEDNES-
Suits for misses and wemen have coats lined throughout with silk or satin, show mannish tailoring on their notched or large
rever collars; they are velvet or braid trimmed, and have stash
$\qquad$
Cind

> WINTER COATS FOR WOMEN.
These coats are cut from English tweeds, in dafk mixtures,
roadcloths in navy and grey, and Irish frieze cloth in brown and
$\qquad$ 8.79 OMEN'S TWEED SKIRTS $\$ 3.25$.
Walking skirts of camel's hair tweed, in dark green or grey
xtures, are made in a 6--gore style, with plain front
$\mathbf{3 . 2 5}$
Baby Ribbon in Eunches

Full Benefit From the Invest ment

comes with every one of our fur coats, partio-
nlarly 0 this season of ularly at t

Men's Canadian Raccoon Fur Coats, made from dark heavy furred and large suilted black Italian linings quilted black Italian linings.
Coats are cut 52 inches Coats are cut 52 inches long, full sweep, and deep
rolling collars. Reg. $\$ 70.00$. rolling collars. Reg. 870.00.
Wednesday ... 56.50 Men's First-grade Black Galloway Fur Coats, extra heavy and close, full furred skins, give long wear and always retain their luxuri ous appearance. Wednes-
day $\ldots . . . . . .29 .50$

## Many Pennies

 to be EarnedBy the Savings on the

Materials for Dresses and Gowns

## approved by fashion centres and recom-

 mended by decided price reductions. SILK STRIPED VOILES AT 29c. Fortunately for our customers these, goods were delayed and are now an odd. lot, the other voiles of the lot having arrived and been sold. We cannot carrythem past stock-taking, and are prepared to stand a loss on them to effect an im-
mediate clearance, 33 pieces mediate clearance, 33 pieces
in all, comprise a full range of evening wear shades and
darker shades for street darker shades for street
wear. One day's selling at wear. One day's selling at this price should clear them. 40 inches wide. Regularly
50 c per yard. Wednes$50 c$ per yard. Wednes-
day ................... 29 FROM THE SILKS AND VELVETS.
300 yards Rich Black
Satin-tinished Satin-finished silk, full black, French dyed, one
yard wide. Regularly $\$ 1.34$. Wednesday, per yd... 1.10
Plush, heavy only Black Silk perfect finish. The balance of our stock of guaranteed coating plushes. Regularly up to $\$ 8.00$ per yard, to be cleared Wednesday. 50 Snapsl os From the Millinery



## Linens and Staples

## The values are strong even for this depart

 ment, which has a reputation for liberality in i specials:ENGLISH SAXONY FLANNELETTE SC.YARD. 27 inches wide, strong eloth, white mostly, made in England. ODD SATMN DAMASIK TABLE CLOTHS $\$ 2.43$ EACH. $2 \times 3$ and $21 / 2 \times 21 / 2$ yard sizes only, full fine satin damask, of linen; about 45 cloths in ill a a clearing of half a do pozen odd
lines. Regular prices up to $\$ 6.00$ each. Sale price Wednes ay ... ............................

ALL $\$ 2.00$ HORSE BLANKETS $\$ 1.00$ EACH Only about 50 to sell, best makes in canvas or jute, with full
kersey lilinit, shaped and strapped, and some fitted with stay-on kersey linimit, shaped and strapped, and some fitted with stay-on.
Regular $\$ 2.00$ each. Sale price Wednesday.... .1 .1 .00

300 PAIRS HEMMED SHEETS $\$ 1.22$ PAIR. $70 \times 90$ inches, for double beds, made from stout English
sheetings, plath bleached; rare value for buying in your sheet upply. Sale price Wednesday, pair................. 1.2 Yard wide finely woven, yet strong, longcloth, for night 10 c and 12 c per yard.. Sale price Wednesday

400 YARDS WHITE BLOUSE LINEN 29 C YARD. Yard wide, pure linen, finest bleach, superior Irish manufac
tuire : a delightiful blouse linen. Sale price, per yard, Wednes-
day
day
NAINSCOKS, FINE QUALITY, 12 YARDS $\$ 1.78$ A delightfyl English nainsook for night owns and lingerie,
Iree. from dressing, beautiful round thread, 36 inches wide, 12

Second Day of the Lace Cartain Selling Point, Battenberg and Point Arabian Curtains, shown in many attractive designs, with neat and pretty effects. The, extreme-
ly low prices quoted below compel the consideration of careful buyers.
\$1.00, pair. Sairs Nottingham Lace Curtains. Regularly 75 c and
1,000 pairs Nottingham Lace Curtains. Regularly $\$ 1.25$ ale price, pait

Get a New Wringer
Imperial Wringers, best Canadian make, with spiral springs,
, sure grip clamps; will fit any tub. A written guarantee for one
year from date of purchase given with eath wringer. Regularly
4.00 . Wednesday $\$ 4.00$. Wednesday
Arctic Snow Shovels, steel blade, long handle, for snow or al, Regularly 25 c . Wednesday
Rob Roy Hockey Skates, double end, solid steel blade, heave
iy nickellied, straight runners, strongly braced and light; sizes
$81 / 2$ to 11 . Regularly $\$ 3.00$. Wednesday.......... . 1.89
y nickelled, straight runners, strongly braced and fight; ; iszes
$31 / 2$ to $\mathrm{\$ 1}$. Regularly $\$ 3.00$. W
: Thimen SIPSONOM


A Lesson in Home Economy--See the Simpson Basement Sales

## Every Kind of Glassware

 HAS ITS SPECIAL PRICERarely can you do so much to equip your diningroom, kitchen and cabinets for so little monet of the pieces are as follows:
700 dozen Table Tumblers? ail straight shape, assorted
etched and plain. January Sale, dozen ........... 45 4 Pe (No mall or phohe orders.)
Salt and Pepper Shakers, glass tops, Chippendale cut de-
sign. Regular 35 . January Sale, per pair $\ldots . . .{ }^{2}$.21 400 pieces Genuine Cut Glassware, many in the new matt
finish, Toothpick Holders, Mustards, Marmalades, Salt Ccl
lars, Knife Rests, Olive Dishes. While they last. 100 pieces Venetian-Glassware, beautiful, gold laid design,
Footed Comports, Water Jugs, Cream and Sugar Sets. Water Bottles, etc. January Sale.... Cream and Sugar Sets, Water 300 Lemonade Sets, 7 pieces, handsome decotations. Reg-
ular $\$ 1.00$, January Sale ...................... \$3.25 Sugar and Cr
 $\$ 200$ Punch Bowls, sapphire design. January Sale $\mathbf{7 5 . 9 9}$ Shape sample pieces of Cut Glassware, comprising Corset,
Vases Rose Bowls, Tankard Jugs, Handsome GENUINE HAND CUT GLASSWARE FOR $\$ 3.99$ (See Special Table.)
Many of these pieces are regularly sold
above $\$ 7.00$. The assortument compries Be

| and Cream Sts. Wine Decanters, Claret Jugs, Flower Vases. |
| :--- |
| January Salé special ........................... |
| .99 |

The Graniteware Sale
Still continues to give its unprecedented values. Come and supply your needs white the supply is unbroken.

See the Demonstrations of Pure GROCERY SECTION ITEMS FOR WEDNESDAY


