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 | Rome, Reports Many Dead in | Army of Workmen Needed |
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| Eearthquake Zone-French | Excavate Among Huge |



RUSSIANG GAIN
HUGE SUCCESS


A Nickel Earthquake May Be in Sight

We have a




## NREWS OF SPECIAL INTEREST TO. WOMIEN

COULD SAVEMANY PPRETIVNEWFEATIURS CALLTOSTUDENTS WITH PROPER CARE ADOPTED $\mathbb{N}$ VELING FOR MISSION WORK

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| Women's Canadian 'Club Hears Dr. Brown-Landone on France's Needs. | Dainty Borders of Ribbon an Fur on Plain Meshes Adorn Flowing Veils. | in Foreign ds. |
|  |  | India is ready now |
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| Devastation and Depopulation, Says Speaker.$\qquad$ |  |  |
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| McGill street was packed by hundreds |  |  |
| of the women of Toronto. Difficulties which could never pre- |  |  |
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|  | SUNSHINE CLUE |  |
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| WESTMINSTER CHAPTER I.O.D.E. |  |  |
| The resular monthly meeting of the <br>  |  |  |
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|  make bandages tonight. |  |  |
| ofty sir will osier chapter to: |  |  |
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| NDUSTRIAL SCHOOL SUPPER |  |  |
|  Ans, Jan: zi. Coneranace will meet |  |  |
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## MADE IN CANADA

Full of "pep" and "snap"! CThe man who cuts out meat and other heavy foods and starts the day with

## SHREDDED WHEAT

will be surprised at the mental "pep" and "snap" he is able to put into his work. He will feel a mental buoyancy and lightness that can never come from high-proteid foods. Shredde Wheat builds strong, brainy men who are fit to fight the battles of the Empire


-
NIAGARA FALLS, ONTARIO
Toronto onitee: to Wellington street-East.



## The Triple Coupon

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Larned's History of the World
MONDAY, JANUARY 18, 1915 $\hat{H}$
Heart Throbs The $\$ 10,000$ Prize Books in Two Volumes Modern Dancing By the Castles tand Hito si
 The Triple Coupon---Clip it Mow DAILY MAGAZINE PAGE FOR EVERYBODY＊

There＇s No North or South， East or West in the U．S．A． By WINIIRED B BACK




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C Three Minute Journeys ，采

WHRRE HMMMOCKS ARE MOSUUTr．PRoor CRNDLES．


 Secrets of Health You，Yourself， Are Made of Many Selves By DR L．K Kirshbig $\mathrm{D}_{\substack{0}}^{\text {and wion }}$



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## The Toronto World

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TALIA RAISES DEED WILL BE SPUR
TARIFF BARRIERS TO ALL CANADIANS

| Increased British Preference -Higher Duties on Canadian Exports Provided | J. L. Garvin Says Princess Patricias Know Opportun ity When It Comes. |
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CANADIANS PIERCED LANADIANS PLiked
BY CUPDS SHAFIS
 Dead Letter Section in Base
 Mminary Correpondence.

IT STAMPS ONE "OUT-OF-DATE" To Use "White Phosphorous" Matches

 EDDY'S "SESQUI" NON-POISONOUS MATCHES

## CMichie's

Cigar Department

MICHIE \& CO., LIMITED,
7 King Street W

HARDT HEAT GENERATOR
1- FOR HoT WATER HEATNG SYSEMS
 1010 Ci Rincerct LONOON, O $-$


## $1$



## Hockey

 TORONTO TRIPLED CANADIENS HAVE SCORE ON QUEBEC. UNBROKEN RECORD Clean Hockey Thruout and
Fant Only in Lat PeriodGrat Work by Moran.

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Saturday: Defeat by Optarios
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## "CountDiscount" Sale

This is what the "Count" is selecting for you today. $A_{n}$ aggegation of men's and young men's Suits in Scotch Tweeds and fancy Cheviots. Not many sizes of each line, but every size up to $42-112$ suits that sold up to $\$ 20$, $\$ 22$ and $\$ 25$.
"Count Discount" sale price $\$ 10$
This is the greatest, Suit bargain the "Count" has ever offered.

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Uniform Rugby Rules Canadian Soldiers

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| BRITISH FOOTBALL saturday results | HOTE S ITAN |
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## That Son-in-Law of Pa's


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$\therefore \quad \therefore \quad \therefore$

By G. H. Wellington




## Store Opens HRe Nojoct Simposon Comnpams7, Timilted Store Closes <br> at 8.30 a.n



A 95c Day in the White Sale
 For intante-A beautruil robe of the white tamm

 For Intint--Two very fantys and pretty styl drees-





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 For women-Coat sweaters, haery, katt al. wool;






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Wash Waists for 95c




Hosiery for Men, Women and Children





Gloves for Men and Women Womotis Fine Winter aloven, resularis, s...25 and



## IT STICKS (0) 5 of SIMPSON'S FIRST 95 centSALE is 1915

TOMORROW will be the first Ninety-Five Cent Sale Day in this Store this year. It is a GOOD PUSH FORWARD by every department in the store, an honest united effort to send the volume of this business, like a growing snowball, spinning into the new year with a new impetus.
It has meant hammering and squeezing the prices in every department to make them conmis low figure, ninety-five cents.
But when you think what it means--that you can buy ANYTHING MENTIONED ON THIS
PAGE FOR LESS THAN A DOLLAR-- then we're sure the PAGE FOR LESS THAN A DOLLAR-then we're sure the widespread appreciation of these efforts will repay us for all our pains.

Splendid Wash Goods for 95c
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Heavy English Prints




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Four Strong Dress Goods Values







Four Record Silk Values




2,350 Pairs Boots, 95c per Pair

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The Robert Simpson Company, Limited

100 Men's and Boys' Sweat er Coats



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Men's Odd Vests, 95c
 150

\$1.50 Washable House Suit for Little Chaps

 1.50, , 81.75, s2.00 and 52.50. Tuesaly ...........
Boyd
 Men's. Fur Caps for 95c


 Drapery Items 95 c in the Sale






Three Hundred and Fift Good Rug Bargains





## 95c Day in Wall Paper



Tuesian fuom Lott, walle only, tor room io $\times 1$




## In the Basement





Food Choppors Rercularly y.u. Tuueday

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