# The Toronto World 

## 5

pples SUN LIFE-MANUFACTURERS' INSURANCE MERGER IS KILLED Stronger Conscription Measure is Urged in House of Lords Your Subscription to the $\$ 2,000,000$ Fund is Needed Today


REEPFTS FOR THE FRIS OM

| : WAR SUMMARY <br> Today's Events Reviewed |
| :---: |
|  |
|  |
| Cex oud situ |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
| Hex mix |
|  |
|  |
|  |

## s, mint twads is in

$\qquad$
$\qquad$










S'pose we had enlisted.
S'pose we were fighting.
S'pose we heard from our
wives that the rent wasn't paid and it depended on chance whether we could keep. on buying grub for the youngsters or not?

## COULD WE FIGHT OUR BEST?

Could we put heart into our work? Or would we be fretting and fuming and just about worried to death

## Could which would it be? <br> DOUBLE! DOUBLE! DOUBLE!

Give so much that it HURTS! Give so much that you're shond DO WITHOUT SOMETHING! If your giving doesn't HURT it isn't sacrifice, and if it isn't
Give $\$ 2.00$ for $\$ 1.00$ that you gave last year Sign and mail the coupon below to


## Let Us Look Across the Line and See the

## Actual Conditions Under Prohibition

## Only Facts are Honest

The Citizens' Committee of One Hundred has made some startling statements of the amount of money that would be saved to the People of Ontario if Total Prohibition became law.
Thesse rampant guesses of the Citizens' Committee, when placed against actual statistics from States in the American Union where Prohibition has been in operation, will convinice the public that the Prohibitionists in their endeavor to make a case, draw from a wide field of imagination.
The Facts Are on Record Why Does Not the Citizens' Committee of One Hundred Quote Them?
We are told that Liquor, sold under the License system of Government control, is On tario's "Costly Foe," that $\$ 30,000,000$ a year is wasted and that this money can be saved to the Province by abolish. ing the License system and adopting Total Prohibition.

## Here are the Facts

A comparison of the average savings in ten States under. Prohibition with ten States under the Licensed System, is conclusive evidence that in the United States Prohibition has meant a decrease in savings, not an increase as the Citizens' Committee of One Hundred would have us believe.


Base your judgment on facts, not on fancies presented by the Citizens'Committee of OneHundred the.personal liberty league of ontario

| STANOARO BANK OF CANADA <br> quarterly dividend motice no. 101 <br>  <br>  on and after Tuesday, the 1st Day of February, of record of 21 st January, 1916 . Head Oflice of the Bank in Toronto on Wednesday; the 23rd day of February next, at 12 o'clock noon. <br> By order of the Board. GEO. P. SCHOLFIELD, General Manager. Toronto, 28 th December, 1915. |
| :---: |
|  |  |

Rem

## YOUR <br> 

 NOW ON THE MARKEI

## 

## 20

DTH BATTERY



OUPON
CASER
STOCKS
APMETIC CONCEPT
$\operatorname{Man}_{\text {LAY }}^{\text {MASISHABLE }}$
$\qquad$



These Goods on Sale Today

# ROBRTS SMPSON LIMITLD 

Since the war began, The Robert Simpson Company have paid the Canadian Government about A MILLION DOLLARS in duties on merchandise from Br.tain and countries not at war with her.

As the Minister of Finance pointed out some time ago, such huge sums collected on imported goods are literally Canada's SINEWS OF WAR, for without this customs revenue it would be virtually impossible to send our contingents to the Front.

This week we must all do our best to boost the Fund for our soldiers ependents and white we're at it, let us act and think Imperially and un-selfishly-let our thoughts be as much for the mother country as for Canada-.

Here and here did England help me:
How can I help England?

## Whitewear

## ecial attractions fo Whitewear Sale

 Today in the Whitewear Sale. Dainty trimmings, finest materialand splendid workmanship on ever and splendid workmanship on
garment. 'Phone orders filled. WOMEN'S NIGHTGOWNS Two styles, round neck, slip-over
style, in white crepe, or high square neck style with long sleeves; length
56,58 and 60 inches. Regula 56,58 and 60 inche
$\$ 1.75$. Wednesday $\$ 1.1$

## WOMEN'S DRAWERS

 Nainsook, Isabella sty̆le; lengths23,25 and 27 inches. Regular 75 c 23,25 and 27 in
Wedresday 50 c .

## UNDERSKIRTS

White cotton, deep flounce of all-
over embroidery, dust ruffle, with orver
scalloped edge;

- Rengths 36 to, 42 in.
Regular $\$ 1.75$. Wednesday $\$ 1.25$. - Regular $\$ 1.75$. Wednesday WOMEN'S
DRAWERS.


## DRAWERS.

Pink or blue stripes; lengths 28,
30 and 32 inches. Regular 25 c . 30 and 32 1. 19 .
Wednesday
. WOMEN'S NIGHTGO style
Nainsook, slip-over ste Nainsook, insiptover and edge
neck deep inserion and
quisite embridery; lengths quis 60 inches.
Wednesday $\$ 1.00$.
Pre-Inventory Clear ing of Dress Goods
 British Serges 69 c , fine twill, soap Brunk finish, navy and black. Re
shred gular $\$ 1.00$. Wednesday 69 c .
Cream Chinchilla Cloaking
95 c 54 inches wide. Regular $\$ 1.25$ and Black. Broadcloth $\$ 1.69$. Rich
satin broadcloth, for suits, skirts coats; 52 inches wide, an.
proof. Wednesday $\$ 1.69$. THREE SPECIALS IN BLACK
Black Paillette Messaline, 40 in
wide. Regilar $\$ 1.33$. Wednesday
$\$ 1.15$. Dless Satins, four different
Black,
finishes 38 to 40 inches wide. Regfinishes; 38 to
ular $\$ 1.50$. Wednesday $\$ 1.38$. "Queen Quality" Black Chiffon
Taffeta; $\sigma$ inches wide, $\$ 1.50$.
WASH GOODS.
Delightful New Fabrics.
6-inch Embroidered Tussah, silk and cotton: small embroidered signc
59 c. sette, white ground; floral effects and borders,
45 -inch Satin Stripe Bordered
Solto Voiles; white, with color stripes, 75 c . 45 -inch Bordered Floral Voiles,
white with colored bơrders, 59 c . 40 -inch White Voiles, with black or white silk stripes, 59 C . 40 -inch White Voiles; sheer, R
ular 25 c . Wednesday $121 / 2 \mathrm{c}$.


## Underwear for Men

## Woollen Underwear, English and

 Belgian yarns; guaranteed unshrinkable; "Wolsey,". "Body Guard,"
"Stralian" and "Dreadnought" "Stralian" and "Dreadnought"
brands; pure wool, silk and woo brands; pure wool, silk and wool
and silk mixtures; medium and
and and y winter weights; some of the
heavy
shirts are double-breasted and doushirts are double-breasted and
ble-backed; all sizes in lot 32 to 48
and ble-backe, in ieach range. Regula
not all sizes $\$ 3.50$. Wednesday $\$ 1.95$
$\$ 2.25$ to $\$ \$$.
89 c Scotch Wool Underwear, 63 c .
Winter weight; some of the shirts double-breasted; shirts and drawers; sizes 34 to 44 . Regu.
89 c. Wednesday 63 .
Boys' Underwear, wool or fleece
lined; Penman's and English makes; shirts are double-breasted; sizes 20
to 26 only. Regular $50 \mathrm{c}, 75 \mathrm{c}$ and to 26 only. Regular
89 c . Wednesday 39 c .
Boys' $\$ 4.50$ and $\$ 5$ Overcoats $\$ 2.95$ of $21 / 2$ to 6 years. Double-breasted
styles, with self collars, all around styles, with selfel linings. Tan-brown and gray chev
nesday $\$ 2.95$.
BOYS' DOUBLE-BREASTED SUITS, $\$ 3.9$
92 regular stock suits, that sold
at $\$ 6.50, \$ 7.50$ and $\$ 8.00$; odd at $\$ 6.50, \$ 7.50$ and sizes and broken lines; brown, grays and fancy weaves. Two and three-
button styles. Bloomer pants; sizes
but

## Furniture

## 15 only, Hall Seats, quarter-cut oak finish, large box seats., Regular $\$ 8.00$ Wednesday $\$ 3.95$.

Buffet, "Colonial" design, very
Buffet, Regular $\$ 52.00$ to $\$ 56,00$,
medive.
Wednesday $\$ 39.50$.
Brass Trimmed Iron Bedstead, white enamel, brass top rails, caps
and uprights. Regular $\$ 5.25$. Wed-

## Brass Bedstead, heavy posts and

 top rails, turned ball corners. Regu-lar $\$ 24.75$. Wednesday $\$ 15.45$. Bed Spring, heavy steel tubing
frame. Regular $\$ 4.25$. Wednesday $\$ 3.25$ Mattress, sanitary seagrass filling, Meavy layers of jute felt at both sides,
Regular $\$ 3.10$. Wednesday $\$ 2.60$.
\$5.50 Bed Comfort ers at $\$ 3.95$
40 only, for early buyers, pink
grounds with green floral designs, made in England, strong cambri made in England, strong cambric
covering and down filling; size 722 72 inches. Regular $\$ 5.50$, Wed nesday $\$ 3.95$.


The gospel of preparedness can be applied even to your wardrobe. The last few days have been mild enough for a light coat, a raincoak,
BUT there are nine or ten welks of winter still to come. Don't wait for a BUT there are nine or ten we buying an ulster in haste and without an op portunity of prices like today's
Men's $\$ 10.50$ Ulsters at $\$ 7.95$
Of heavy English tweeds, in gray and brown stripes; single-breasted ulster style, with convertible collar;
ings; sizes 36 to 44 . Wednesday $\$ 7$.
MEN'S ENGLISH TWEED
SUITS, $\$ 10.50$. Brod three-button sacque style igh cut vest sizes 36 to 44 . Wed nesday $\$ 10.50$.

ENGLISH WHIPCORD TROUSERS.

Wednesday $\$ 2.75$
GRAY ALL-WOOL BLANKETS, Size $62 \times 82$ inches. Regula $\$ 5.00$ pair. Wednesdyy $\$ 4.45$. "SECONDS" IN TABLE
All linen, slight imperfections, good designs, size $2 \times 2$ yards; $\$ 2.00$ to $\$ 2.50$ grades. No 'phone or mall orders. Wednesday $\$ 1.69$.
GRAY ALL-LINEN CRASH
TOWELLING.
Red border, width 18 inches.

## LONGCLOTH.

36 inches wide, done up in 1
yard lengths. Wednesday, 12 yards

NAINSOOK.
Fine quality, 36 inches wide
HORROCKS' SHEETS
Heavy quality, size $2 \times 23 / 4$ yards, hemmed, Regular pair $\$ 2.25$, Wedresday $\$ 1,68$.

## Men's Furs

Canadian Raccoon Coats, heavily furred dark skins, well lined, deep shawl collars. Regular $\$ 100.00$
Electric Seal, Astrachan Lamb and Pieced Persian Lamb $\$ 3.45$

Imported tweeds, worsteds and chinchilla, new golf shape, with or without fur ear bands; sizes $65 / 8$ to

## The New Market <br> Telephone Adelaide 6100 <br> Marl

|  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  | and Canadian makes. Regular

$\$ 3.75$. Wednesday $\$ 1.59$. Men's Light-weight Socks; ald
plain cashmere; black, tan and Regular 35 c and 50 c pair. Wedn
25 c .


Boys' and Girls' stoekings,
Boys and Gris' stockngs,
black union cashmere; sizes 6 to
Regular 25c. Wednestay 8 pert Regular 25 c . Wednesday 3 pairr Infants' Cashmere Hose; sill wool; plain black and whe
Angle"; fit ages 2 months Regular 50 a a
3 palrs $\$ 1.00$.


15-Jeweled Watche:
at $\$ 2.49$ Inventory Sale of Footwear wouss fi


Spats for Women, 75 c . Blacha ${ }^{\text {a }}$ r
and 7 -button styn broades; alloth; sizes in
and style. Wednesday 75 c .

## MISSES' 66e SLIPPE.

Splendid quality camel hair
material, in a popular platid
neat turn-down collar: ; ittlo p por
on vamps: thicck fell, teather on vamps;
soles;
nestayes 19 c

All kinds of Rubber
Gloves and Hose Women's Platn Black Cashmere
Wednesday 3 pairs 81.10 patr 39 c
Women's Fleee--ilined Hose,
Hect day 19c.
Women"s. Fur-lined Gloves, tan
leather; "Fownes'" and other En

