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OFFICE FOR RENT. Large public and private office, on the ninth floor, excellent light. Will erect partitions to suit tenant. Apply.

H. H. WILLIAMS & CO. 33 King Street East.

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The Toronto World

MONDAY MORNING JANUARY 3 1916

For Rent

OFFICE, 36 KING STREET EAST. Choice public and private office, on fourth floor, overlooking King street; large vault. \$35 per month. Apply.

H. H. WILLIAMS & CO. 33 King Street East. VOL. XXXVI.—No. 12,886

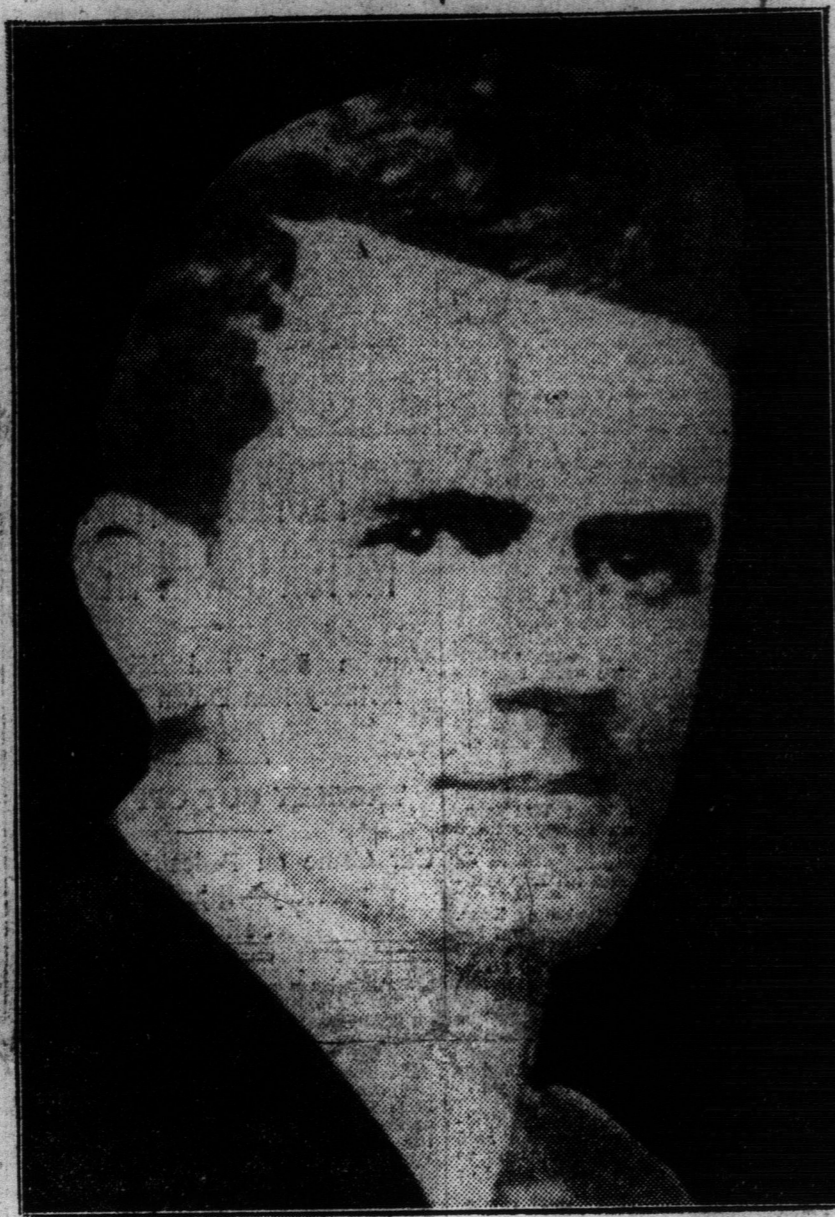
RUSSIANS CAPTURE HEIGHTS AT CERNOWITZ U.S. Consul One of 300 Victims of Persia's Sinking PERSIA FOUNDERED IN FIVE MINUTES ONLY 153 SURVIVORS WERE LANDED RUSSIANS BEGIN OFFENSIVE TO BREAK BACKBONE OF FOE

Enemy Submarine Discharged Torpedo at Liner Without Any Warning.

FEW BOATS LAUNCHED

Passengers and Crew Behaved Splendidly—U.S. Consul Among Missing.

UNITED STATES CONSUL DROWNED



ROBERT NEY McNEELY

United States consul to Aden, who is reported among those lost on the Persia.

LONDON, Jan. 2.—A despatch to The Times from Cairo says that two boatloads of people were drawn down with the steamer Persia when she sank, as there was no time to cut them. Four boats got away, but it was thirty hours before a trawler picked them up. Several ships passed by without assisting the refugees, being afraid, presumably, of decoys. Many passengers were thrown overboard when the vessel heeled.

LONDON, Jan. 2.—Unofficial despatches from Cairo state that the British steamship Persia, sunk in the Mediterranean on Thursday, was torpedoed without warning and sank in five minutes. Between 150 and 160 survivors have been landed at Alexandria, Egypt. Robert N. McNeely, American consul at Aden, Arabia, is believed to have been drowned.

Reuter's Cairo correspondent makes the unreserved statement that McNeely lost his life. Robert Grant of Boston is reported safe. Details of the sinking of the Persia, came in slowly today, but such information as was received made it appear that the number of persons who escaped in the four boats which put off was larger than was feared when the first news was received yesterday.

The Peninsular and Oriental Company which owned the Persia, announced this morning that 153 survivors had arrived at Alexandria. The survivors comprise the chief officer, second officer, seven engineers, 27 seamen, 65 lascars and 33 passengers.

A Lloyd's despatch gives the number as 153, made up of 59 passengers, of whom 17 are women, and 94 crew members of the crew including 59 lascars. It is feared, however, that the original estimate that the loss of life will reach nearly 300 will have to be revised as it was based on the fact that the Persia, which was on her way from London to Bombay, is believed to have had about 150 passengers aboard, while the crew, composed almost entirely of lascars, numbered from 250 to 300, or a total number aboard of from 400 to 450.

No attempt to Aid. The Peninsular and Oriental Steamship Co. tonight received the following telegram from Col. C. Bingham, who was among the survivors of the Persia disaster:

A torpedo struck the ship on the port bow at 10:05 o'clock, and in five minutes she was listing to starboard. At 10:10 she was on her side. Five or six boats were lowered on the port side. I didn't see this myself as I was washed overboard when the boat capsized. The conduct of the passengers and crew was splendid; there was no struggling and no panic. Four boats, after thirty hours at sea, were picked up by a warship.

Captain Was Drowned. The survivors include ten military officers and eight persons who are not British subjects.

"The ship was struck amidships on the port side at 9:10 p.m.," says Reuter's correspondent from Cairo. "She had disappeared completely by 1:15." "Survivors say it was little short of a miracle that anyone was saved. There was no panic. Four boats were launched with the utmost promptitude.

"The captain was drowned. When last seen he was swimming after the ship."

(Continued on Page 7, Column 3).

The Insurance Merger

There is a hint for the government at Ottawa in the Toronto election: Toronto will not stand for the merger of the Manufacturers' Life with the Sun of Montreal. The Globe has been getting more in touch with progressive ideas of late, and it broke in wrong with this proposed merger. Now it says it will leave the question to the policy-holders of the Manufacturers' Life to settle. The dissent from this doctrine, we intend to hold the government and its treasury responsible. They are responsible for the protection of policy-holders; and the proposed merger is at the expense of the policy-holders. In a word, the big profits that Mr. Ross Gooderham stands to make out of the sale of his shares in the Manufacturers' Life are to come out of the pockets of the policy-holders. It is not what the business centre is to be exploited by Montreal at the expense of these same policy-holders.

We are confident that Sir Thomas White will advise his colleagues that the deal is not in the public interest, not in the interest of the policy-holders. It is not what the treasury board, Sir Bigham, what the head of the insurance department knows. And the sooner a quick and speedy decision to this effect is announced, the better all round.

ARABS RETREATED IN HASTE BEFORE ADVANCE OF BRITISH

Enemy Abandoned Provisions, Sheep, Camels and Tents in Their Precipitate Flight.

LONDON, Jan. 2.—(10:40 a.m.)—The following official communication was issued last night: "The British officer commanding in Egypt reports under today's date that our force, which advanced from Matruh (Mersa Matruh) to round up the Harun's camp, found that he had retreated in haste, leaving one month's supplies, 400 sheep, 30 camels and 200 tents. The booty captured after the action at Majid includes 1200 rounds of small arm ammunition, 300 sheep, and 84 camels. In addition, 60 camels were destroyed by artillery fire."

CONSCRIPTION BILL INCLUDES IRELAND

LONDON, Jan. 3.—(12:54 a.m.)—According to an announcement made by the Press Association, Ireland is not to be excepted from the new compulsory recruiting bill.

SIMON IS FIRST TO RESIGN OVER CONSCRIPTION ISSUE

British Home Secretary, Whose Career Has Been Brilliant, is Known for His Strong Pacifist Views.

LONDON, Jan. 3.—(3 a.m.)—The Chronicle announces definitely that Sir John A. Simon, secretary of state for home affairs, retires from the cabinet, thus breaking his brilliant ministerial career for conscience sake.

Sir John A. Simon enjoyed a rapid and brilliant career after remarkable success at the bar. He entered parliament in 1905 and joined the ministry first as solicitor-general, afterwards attorney-general. He is so far a pacifist that he almost decided to resign with Viscount Morley and John Burns when the war broke out. It was only the German violation of Belgian neutrality that induced him to remain as a member of the government.

When the coalition government was formed last May, Sir John refused the great prize of the post of lord high chancellor, made vacant by Viscount Halifax's retirement, because he preferred a political career and became home secretary.

It has been rumored for several days that he would resign because of the conscription bill.

TURKS BEAT RUSSIANS ON CAUCASIAN FRONT

LONDON, Jan. 2.—A Baghdad despatch received by Reuter's Telegram Company by way of Amsterdam says that a Turkish division, advancing in the region of Sul Dulak, south of Lake Urumiah, drove the Russians from the town, inflicting important losses.

Washington Awaits Further News of Consul McNeely's Death.

ZWEIDINEK'S PROMISES

Vienna Will Adjust Matter if Necessity Arises, He States.

WASHINGTON, Jan. 2.—Anxiety over the news of the sinking of the British steamship Persia increased in official circles here today when a consular despatch brought the information that the ship had been torpedoed without warning, and that at least one American citizen, Robert N. McNeely, new consul at Aden, Arabia, was missing. At the same time officials were much gratified at the indications, emanating from Baron Erik Zweidinek, charge of the Austro-Hungarian embassy here, that the Vienna Government would be quick to "satisfactorily adjust" the matter should it develop that an Austrian submarine commander had disobeyed instructions in regard to torpedoing passenger-carrying ships without warning.

More Assurances. "Judgment should be withheld pending the receipt of the real facts surrounding the sinking of the steamship Persia," said Baron Zweidinek. "It may have happened in many ways. In the first place it is not yet proved that an Austrian submarine sank the Persia, and if it was an Austrian submarine it must be determined whether the circumstances were such as to warrant the action taken."

"I am confident, at least I hope that the first explanation will be quite satisfactory. If the commander of the submarine disobeyed his instructions, I feel sure my government will not hesitate to satisfactorily adjust the matter."

"From the answer made to the last note on the Ancon alone, it is quite evident that the Austro-Hungarian Government will not countenance any act which is wrong."

Complete confidence prevails in Teutonic diplomatic circles here that if an Austrian submarine sank the Persia without warning the act would be disavowed promptly, reparation made for Americans injured, and the submarine commander severely punished.

Saw Wreck of Torpedo. Only one despatch concerning the sinking of the Persia was received today by the state department. It came from Consul Garrett at Alexandria, Egypt, and indicated that the ship had been lost. He was last seen in the water before the ship went down.

Charles H. Grant of Boston, another American who was aboard the Persia, was among the survivors. An submarine was seen by the survivors, according to the consul's report, but an officer of the ship said he saw the wake of a torpedo. The Persia went down in five minutes. This despatch was immediately forwarded to President Wilson at Hot Springs.

While Secretary of State Lansing tonight declined to comment upon the situation confronting the U. S., it became known that he and other administration officials were awaiting full information before forming an opinion and determining upon any action.

Hydro Radial Bylaws

TORONTO For 21,161 Against 5,766 Majority for 15,395

LONDON For 2,763 Against 2,087 Majority for 676

GUELPH For 932 Against 306 Majority for 626

BERLIN For 665 Against 306 Majority for 359

MIMICO For 200 Against 30 Majority for 170

NEW TORONTO For 180 Against 11 Majority for 169

NEW STEP BY BRITAIN TOWARD ARMY REFORM

Commissions to Be Granted Only to Men Who Have Completed Recruiting Course—Training of Troops Will Be Expedited.

LONDON, Jan. 2.—(7:51 p.m.)—The war office announces that hereafter commissions as officers will be granted only to men who have completed their course as recruits, and that preference will be given to men who have served with the expeditionary force. This order, which presumably will apply to all units organized under the compulsory system, is expected to make possible more rapid training of troops, as well as to insure a satisfactory standard of qualification for officers.

TORONTO GIVES SOLID BACKING TO BECK PLAN

Favors Hydro Radials by Majority of Over Fifteen Thousand.

BOARD AND COUNCIL

Majority of Members Will Vote for Promotion in Fire Department.

Toronto voted solid on Saturday in favor of hydro radials, and in spite of the opposition, which was vigorously waged against it, declared itself in favor of public ownership by 15,000 majority. The campaign which was put up by the Toronto Board of Trade Council netted only 5766 votes, and this after an expenditure estimated at something like \$5000 for advertising and general publicity purposes.

On the other hand by a vote of 21,161, the ratepayers showed anew their confidence in Sir Adam Beck, and the policy which he represents, and thus stated their views on the question in a most tangible manner.

Toronto also selected a new board of control and a new city council. The result is that one new face will be seen on the board, and ten new faces in the city council. The first is Controller-elect Cameron, and the ten new aldermen are: A. S. Wagstaff and W. W. Hill, Ward One; J. B. Esametz, Ward Two; Russell Nesbitt, Ward Four; G. A. Archibald, W. H. Graham and W. R. Mewman, Ward Five; Fred

(Continued on Page 7, Column 4).

BRITISH LABOR DEMANDS WILL BE FULLY MET

Legislation Which Will Settle Differences to Be Rushed Thru.

MUST HAVE MUNITIONS

Unskilled Labor Will Be Introduced and Big Output Assured.

LONDON, Jan. 2, 8:18 p.m.—An account of the conference held Friday evening between Premier Asquith, David Lloyd George, the minister of munitions, and a deputation from the Amalgamated Society of Engineers, which is the most influential trades union body, and includes most of the trades concerned in manufacture of munitions, issued tonight by the press bureau shows that the government has decided to acquiesce in all the demands which the unionists in return for their consent to the immediate introduction of Mr. Lloyd George's scheme of labor dilution.

Will Rush Legislation. The press bureau's account is made up for the most part of excerpts from Mr. Asquith's remarks to the deputation at the conference, which lasted three hours, but includes also the statement that the deputation agreed, before the conference was closed, to accept on behalf of the membership

(Continued on Page 7, Column 3).

Capture Heights Overlooking Cernowitz in New Drive To Counter Recent German Operations in Balkans.

LONDON, Jan. 2.—(10:38 p.m.)—The Russians have captured the heights northeast of Cernowitz, Bukovina, according to a despatch to Reuter's Telegram Company from Petrograd. Eight hundred and seventy prisoners fell into the hands of the Russians.

Russia's campaign in Bessarabia continues to be the most important visible war activity. From the Pripet to the Roumanian frontier, over a front of at least 300 miles, a huge Russian force with a great appearance of confidence is hurling sledge-hammer blows at the opposing force, which, according to all accounts, totals at least a million and a half men.

Petrograd reports considerable successes in the early stages of the campaign, and despatches emphasize the excellent equipment, supplies and munitions which Russia laid up for this purpose during a period of comparative passivity.

Some London observers, speculating on the meaning of the Bessarabia move, held it as one of the most ambitious strategic plans since the beginning of hostilities, and predict that it will prove a colossal attempt to break the backbone of the German allies' whole line across the Balkans.

Will Meet Allies in Balkans. Thus one critic says: "The plan is that Russia and the other allies, moving from different sides, shall meet in the Balkans and gain complete mastery of that peninsula. If they succeed, Turkey will be subdued and the vital of Austria-Hungary menaced."

So long as Russia keeps up her present activity just north of the Roumanian border, the attitude of Roumania will continue to grow in importance.

Russians Start to Win. The Russian official statement of Saturday reports the gaining of preliminary successes by the Russians on the front south of Pripet, and the bursting thru of the German and Austrian wire entanglements on the section between the Dniester front and Roumanian border, and the successful consolidation of the new positions there.

The Russians crossed over the Star River, and took the Village of Kigriasi by storm. This point lies between the Kovel-Sarny Railway and Zcharovsk. The enemy failed to drive the Russians across the river again by desperate counter-attacks, and his attacks on the Russians in the Mliastoff region, southeast of Kojki, also broke down. The Russians also made a successful advance north of Olka. Station and consolidated the position which they seized. Two lines of the enemy's trenches were also occupied on the Strips front, and the enemy was driven back to the right bank of the Dniester in Usciocko region.

Sir Adam's Congratulations

The London, Ont., Jan. 2, 1916. Mayor Thomas Church, Toronto, Ontario: Well done, Tommy. Hearty congratulations. Adam Beck.

The Board of Trade Funeral

John—Are you going to the funeral, little man? Hockey—Yes, mister. John—Better have it a automobile one, an' git it over quick.



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MARKET DE 6100

Strawberry Jam, Lilly Brand, 6c. Pot Barley, 6 lbs. 25c. Indies, per dozen 15c. in Bulk, per lb. 20c. Table Cleaners, 3 tins 20c. Alpha Soap, per bar 5c. and Surprise Soap, 6 bars 25c. and Taylor's Borax Soap, 6 lbs. 75c. Big Bar Soap, per bar 10c. large package 10c. Washing Powder, 3 packages 25c. Dish Cleanser, 3 tins 25c. No Rub, 6 packages 25c. Table Turps, 2 for 5c. British Columbia Apples, per Grapes, per lb. 25c.

FRUIT

Daisies, Roses, Daffodils, etc., in bunches. Bunch 35c up. Pinks, 20c., 1.45 and 1.85. Size Rubber Plants, Monday 50c. Ferns, special 75c. EPHONIA ADELAIDE 6100.

EPHONIA ADELAIDE 6100.







MONDAY MORNING

# LAW CARRIES WITH 15,395 MAJORITY

## Church's Majority 18,661--Controllers: Thompson, O'Neill, Foster and Cameron

### "If the board of trade backs the Beck hydro radial in Toronto it will carry and if it opposes it the bylaw will be defeated."---J. W. WOODS, President Toronto Board of Trade.

#### VOTERS OF WARD ONE DROP TWO ALDERMEN

A. E. Walton and R. M. Yeomans Meet With Defeat at Hands of Electors.

**ROBBINS IS RETURNED**  
Only Member of Last Year's Aldermanic Board Heads the Polls.

Two aldermen from Ward One drop out of the city council as the result of the election on Saturday. There were six candidates and the voting was heavy, more votes being cast than in any other ward in the city. All the candidates resided in the western section of the district, the poor support which was accorded W. E. Orr, the eastern aspirant in 1915, no doubt being responsible for the apathy of the east enders who were requested to run.

The figures were:

ROBBINS	4283
WAGSTAFF	4212
HILTZ	2677
Walton	2585
Yeomans	2395
Brown	913

The defeat of Aldermen A. E. Walton and R. M. Yeomans was not altogether unexpected, as several times the members of the taxpayers' associations in the eastern section particularly, have found reasons to ensure the resignation of those who were considered important, and for doubtful votes cast. In connection with the campaign meetings that they had voted according to their convictions and these declarations were back many of their supporters.

Alderman W. D. Robbins returns for his fifth year in council. He was elected in the 1912 by-election when he can be said to have won the seat by a comfortable margin. He has always been an active worker in the interests of the city and his election to the top of the poll was practically assured.

Albert Wagstaff proved to be the dark horse of the campaign, although the strong light he put up at the last election when he ran close to Alderman Hilts, was not well for his return. It was some time before the returns showed that Robbins was the victor, and that the other candidates were being big majorities for Wagstaff.

The new alderman is a bricklayer, and is in connection with the construction of the Morley avenue sewage disposal plant and promotion in the fire department.

Ex-Alderman W. W. Hilts has had considerable experience in municipal affairs, and was in the council for several years before he was elected by acclamation, and previous to that he spent several years on the board of education, being chairman of that body in 1913. Mr. Hilts was defeated last year by Alderman Yeomans by a small majority, a recent being re-elected. The number of votes polled for him on Saturday increased those of the previous year, but he was defeated.

The total number of votes polled was 18,421, or 1494 less than last year.

#### BEAMISH'S NEW MAN CHOSEN BY WARD TWO

Junior Candidate Succeeds in Taking Second Place at the Polls.

**RISK HEADS THE LIST**  
Ald. H. H. Ball is Also Returned With a Substantial Majority.

With the seat of the late Morley Wickett to be filled in ward two one of the candidates in the history of the ward was taken between five candidates and resulted in Ald. Charles A. Risk being elected to the seat of the late J. C. Beamish, in his first attempt for aldermanic honors, gained second place. Practically every ward had a surprise for the electors, but the large number of votes polled in favor of Beamish was possibly the greatest of all.

The figures were:

RISK	2990
BEAMISH	2556
BALL	2166
Leavis	1911
Isaev	73

When Ald. Risk took his oath of office he was the general opinion that he would succeed to the place so ably filled by the late Morley Wickett, but the number of votes polled for Mr. Risk was about 500 less than Mr. Wickett's in 1915. Ald. Ball commences his second year as a member of the council, and in view of the fact that C. H. Beavis ran so close to him last year his re-election was by no means certain. On Saturday with the last ten subdivisions he polled a heavy vote, leading, but as was the case all in favor of the North Toronto vote was all in favor of Risk for the last three years.

Time has again found favor with the electors. Ald. Ball had municipal experience previous to last year having been a member of the council of the old Town of North Toronto.

#### TABULATING THE ELECTION RETURNS



Battery of Ellis Electric Adding Machines, and capable staff of operators, awaiting the arrival of the election returns at the city hall. An organization of nearly 200, including the collectors, with a system arranged and directed by A. L. Whiteleaf, sales manager of Ellis Adding Typewriter Company, broke all records for quick returns.

In the picture, Mr. Whiteleaf is standing by the door on the right, talking to Fred Wickett and Richard Butler, experts in system, who supervised the operating department.

#### TWO ARE ELIMINATED BY WARD SIX VOTERS

Joseph Gibbons, Second on List, Only One of Old Aldermen Sent Back.

**MCBRIEN GETS A SEAT**  
Former Alderman and Defeated Candidate for Controller, Heads the Polls.

Ward Six provided one of the keenest contests of New Year's Day with only five candidates out for the honors, in contrast with 1915, when no less than 11 contestants made the trial. All of the successful candidates polled more than 4000 votes each: Fred McBrien polled 98 votes more than Joseph Gibbons who in turn led D. C. MacGregor by 408. Mr. MacGregor is the only new member of council to be elected from this ward, the Mr. McBrien has been out for a couple of years.

The figures:

MCBRIEN	4512
GIBBONS	4414
MACGREGOR	4005
Birdsall	3305
Roden	2891

The smaller number of candidates this year made the vote more solid behind the various candidates. With former Ald. Spence, who polled a big vote last year, out of the field, it was a more or less open contest. Ald. Roden proved to be the tail-end, with only 2891 against 3721 in 1915. While Ald. Roden was one of the chief accusing figures in the recent civic investigations, it is thought that the result of the election proved rather negative than otherwise in his candidature.

George Birdsall, fourth, with the total of 3305, also an unsuccessful candidate in 1915. This time he made a slightly stronger showing, which added 371 supporters to his following. D. C. MacGregor, who was in this year after his second try at aldermanic honors, practically doubled his vote of last year, his total of 4005, a slight heavy in the balance as against 2224 twelve months ago. His election is due to the aggressive front he showed in the former contest, which he followed up by conscientious work during the intervening period, and a vigorously conducted campaign up to polling time. It is likely to infuse some of the new blood which the city council sadly needs.

Fred McBrien, who headed this year's poll with 4512, has been an aspirant for civic honors in three previous elections. Following one term as alderman he has been an unsuccessful candidate for the mayoralty, and last year he ran for the board of control, polling the smallest vote, but one. Ald. Joseph Gibbons, the labor representative, who ran second, enters on his second term in the council; his total of Saturday showing 4414 more than last year.

#### WARD SEVEN VOTERS BRING WHETTER BACK

Man Who Defeated Ald. Weir Sat in City Council Two Years Ago.

**RYDING HEADS POLL**  
Has a Lead of Hundred and Sixty-Eight on Nearest Opponent.

Altho enthusiasm was lacking in Ward Seven's aldermanic struggle, the contest was worked quietly and a large number of voters turned out. The contest was much an evenness and exercised their franchise wherever possible. In previous years contests have been numerous, but this year the field was confined to three candidates, making the fight rather keen as the first returns came in the respective number of votes for each man ran very close, but gradually the figures showed a marked increase until it was when there was a very noticeable and distinct difference.

RYDING	1420
WHETTER	1252
Weir	1106

Samuel Ryding headed the poll last year with a total of 1218, again heads the list with a total of 1420, by a majority of 188. This is the fifth successive year as alderman representing this ward. F. G. T. Whetter remains his seat, which he lost last year, when he was replaced by W. H. Weir. Last election Mr. Whetter polled 1088 votes. The defeated candidate ex-Ald. Weir, who only sat in council for one year, is superseded by Mr. Whetter.

Ald. Ryding and Whetter agreed very well in council during 1914, and there is no doubt but that they will keep working this year and retain their good records in the interests of their constituents.

#### THOMPSON JUMPED UP TO HEAD OF THE POLL

Lodge Influence and Lobby Against Him Resulted in Many Plumbers.

**CAMERON OUSTS SPENCE**  
Simpson Was Fifth, While John Dunn Finished in Last Place.

The vote for the board of control was not as heavy as that of 1915 and resulted in the return of three members of the old board, with the addition of two new men, Aldermen R. H. Cameron and John O'Neill, who headed the 1915 poll, was second, while Controller Thompson dropped from second to third on the latest showings.

Thompson	18,309
O'Neill	17,572
Foster	16,085
Cameron	15,395
Simpson	13,661
Spence	12,652
Dunn	10,980

Controller Thompson led the race at the same time scoring a body blow on the lodge and professional lobbying interests which sought by open effort to defeat him. The total vote polled at this election was slightly in excess of that of the preceding year, so that his 18,309 votes—1814 more than he polled last time—represents quite an increase in public favor. This is his second term as a member of the board.

Controller John O'Neill qualified for his second year with a substantial total of 17,572, which, however, reduced his 1915 showing by more than three thousand. His endorsement of the hydro radial bylaw undoubtedly had its effect in favor of his return to the board.

Altho he failed to win within 2527 of the number of votes which won him his second position in the election of 1915, Controller Thomas Foster is in again, running third with a total of 16,085.

Alderman R. H. Cameron, the new member, polled the creditable total of 15,395 on his first try for the board. Controller Thompson, who qualified in the same position at the last election got a thousand votes more at that time. The smaller turn-out of Saturday accounts for the difference.

Defeated candidate James Simpson finished fifth—the same position he occupied last year, when the votes were counted—his total vote this time being more than 2,000 less than that of 1915.

In finishing sixth, ex-Controller F. S. Spence lost exactly 5,088 votes on his record of the preceding election. Opposition to the hydro radial bylaw weighed against his candidature. The more favorable attitude which he began to assume toward the end failed to save him.

Ex-Ald. Dunn, after long experience in council, failed a second time for the board of control honors, altho he polled more than ten thousand votes. His totals by wards were less than every other candidate with two exceptions. He tied Controller Foster in Ward 8, and won against him in Ward 5. In every other ward he was defeated by substantial margins.

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#### SAME ALDERMEN CHOSEN FOR THE THIRD WARD

Maguire, Ramsden and McBride Were Elected, But Vote Was Light.

**MCBRIDE LOST LARGELY**  
His Total Vote for Third Place Was Away Below Last Year's Figures.

There is no change in the representation of ward three, where four candidates asked the suffrage of the electors. Ald. Maguire was returned at the head of the poll for the second year in succession, receiving 3397 votes, which is a reduction of 959 from his total of 4356 of last year. Ald. Ramsden ran into second place, beating out Ald. McBride for the position by 183 votes, while Thomas Vance, the new candidate, received a substantial total.

The figures are:

MAGUIRE	3397
RAMSDEN	2154
MCBRIDE	1971
Vance	1656

After nomination day Mr. Vance stated that on the advice of his physician he had decided not to run, as his health would not allow him to give the necessary attention to his duties as an alderman. As he had made this decision after the declaration, he could not withdraw from the contest by the terms of the Municipal Act, and this meant an election in this ward necessary. The residents of the ward have shown their appreciation of the services of Ald. Maguire by returning him to the council for the seventh time as one of their representatives. He is recognized as one who is well versed in municipal affairs, especially in financial matters, and his experience will prove of value in solving the problems which will confront the new council.

At one time in the contest it looked as if Ald. McBride was going to have an off year, but toward the close of the poll he made good progress and won a comfortable majority.

Last year he received 3925 votes, which is almost double the vote he received this year.

Ald. Ramsden increased his total of last year by 47. The total vote polled was one of the lowest for a number of years, 9178 electors going to the booths compared with 14,545 last year.

#### RUSSELL NESBITT AT HEAD IN FOURTH WARD

New Candidate Was Given Big Majority Over Two Old Aldermen.

**MILES' GOOD SHOWING**  
Polled Nearly Two Thousand Votes on His First Attempt to Make Council.

Russell Nesbitt proved one of the surprises of the elections by beating out Ald. Singer and Cowan for first position on the poll in ward four. Thru the retirement of R. H. Cameron from the aldermanic field to contest a seat on the board of control, in which he proved successful, Mr. Nesbitt, Ald. A. W. Miles, both new men, offered themselves to the people, making four candidates for council. Ald. Singer, who has already represented the ward for two successive years, was third in the running, being 197 behind Ald. Cowan, while Mr. Miles was put out of the running with 1954 votes. The figures are:

NESBITT	2652
COWAN	2374
SINGER	2177
Miles	1954

The new alderman was a candidate for the board of education in the ward last year, and while he failed of election, he polled such a substantial vote that he was encouraged to enter the aldermanic contest this year. Mr. Nesbitt is a barrister and secretary of the Ward Four Conservative Association. He is a young man and a fluent speaker and should add to the debating strength of the council.

Ald. Singer's attitude on the fire department issue weakened him in certain quarters, but his vote showed little reduction from that of a year ago.

While Arthur W. Miles failed to gain a place in the council in his first attempt for civic honors he made a creditable showing.

The vote was somewhat lighter than that polled a year ago, when there were five candidates in the contest. A total of 11,648 was distributed among the candidates last year against 9178 this year.

#### THREE NEW ALDERMEN FROM THE FIFTH WARD

Archibald, Graham and Plewman Were Returned in Close and Hard Fight.

**WARREN IS FOURTH MAN**  
Meredith Never Was in the Running and Finished Only Sixth.

Ward Five sent three new men to the 1916 city council in G. A. Archibald, W. R. Plewman and ex-Ald. R. H. Graham. The latter candidate came back strong after a year's retirement, and with the aid of a strong finish, nearly headed the poll, being just nosed out of first place by G. A. Archibald. There was a lighter vote than last year, and also a lack of excitement until just before the closing of the polls, when a considerable number of voters cast their ballots. The interest displayed by the women voters was one of the features of the contest in this ward. Perhaps the biggest surprise in the fight for aldermanic honors was the defeat of Ald. J. M. Warren, who was expected by his friends to head the poll.

ARCHIBALD	2903
GRAHAM	2789
PLEWMAN	2006
Warren	1860
May	1871
Meredith	1423
Thompson	1290
Moore	528

Ald. Graham's record of over fifteen years' service was the means of giving him a clear title to second place. He was running in second place in the early stages, and pulled up sufficiently to beat W. R. Plewman by over 700 votes.

G. A. Archibald made a strong fight, and received his berth by a slight majority over the next candidate. This is his first plunge into the city council arena, and, with his strong fight for the position, together with good business ability, should be a worthy representative of the interests of his ward.

W. R. Plewman is no stranger in Ward Five, and he was right in the running all day to the attack made by the council of the board of trade thru its president, J. W. Woods. The success of the hydro-electric project has no doubt thrived in the hearts of Toronto's people that there was no doubt of a sweeping victory from the very first, and in no sub-division was there a majority against the bylaw. Further evidence of the people's faith in Sir Adam and the hydro radicals was given in the defeat of all candidates who had expressed themselves as being antagonistic to the bylaw, the most notable defeat being that of Controller F. S. Spence, who while not entirely antagonistic to the bylaw, advocated delay, thereby adopting the platform of the council of the board of trade.

The results by wards was as follows:

Ward One.		
For	5079	582
Against	5079	582
Ward Two.		
For	2291	787
Against	2291	787
Ward Three.		
For	3397	2154
Against	3397	2154
Ward Four.		
For	2652	2374
Against	2652	2374
Ward Five.		
For	2903	2789
Against	2903	2789
Ward Six.		
For	4512	4414
Against	4512	4414
Ward Seven.		
For	1420	1252
Against	1420	1252
Totals.		
For	21,161	21,161
Against	5,766	5,766

#### FIRST RESULTS CAME IN TWENTY MINUTES

Complete Report of Outcome of Elections Made Public Within Three Hours.

Exactly twenty minutes after the polls closed Saturday the first results were brought to the city hall by one of the 150 messengers engaged for the purpose. This started going the wonderful machinery that gave to the citizens of Toronto the complete result of the election within three hours.

With the hearty co-operation of the 417 deputy-returning officers, 150 messengers, 80 clerks, including 17 expert operators on the Ellis adding typewriters, upon which machines the figures were tabulated, the returns were given out in record time.

The organization for handling the returns was one of the most efficient ever brought together for the purpose. Every arrangement was carried out to the letter, from the taking of the results by the messengers at the polls to the official filing of the returns to the press shortly after nine o'clock.

As the majority came into the lobby by adjoining the police department, at the city hall, the results he was paid off by the cashier, after he had handed in his slip. There were no additions to the tally, and the results were given out in record time.

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### The Strange Case of June Travis

June Travis had, from her infancy, received all the care and attention that inherited wealth and a boundless love could furnish.

No one, not even the incessantly watchful Mary, knew of the uncontrollable urge that sometimes dominated her and brought with it hideous, irregular band on the back of her right hand.

The Red Circle was the mark of the notorious Borden—a family so separated from the Traveses that they knew not of each other even by reputation.

Still—there it was and it was the outward manifestation of an inward blight that made the girl a menace to society.

It affected her life strangely; how strangely you may know, by reading ALBERT PAYSON TERHUNE'S remarkable story—

# The Red Circle

WRITTEN BY HIM FOR THE SUNDAY WORLD, BEGINNING SUNDAY, THE 9TH JANUARY.

Read it. Every instalment is thrilling and entertaining. You will also want to see the pictures to be shown at the movie theatre.

## THIS WEEK AT THE THEATRES

### Mrs. Langtry at Shea's

The distinguished English actress, Mrs. Langtry (Lady de Bath), will headline the bill at Shea's this week in the dramatic playlet "Ashes".

### Mme. Petrova Will Appear

Gene Lockhart, former Argonaut football player and well-known Toronto athlete, now in vaudeville, will make his initial appearance in Toronto at the Hippodrome this week.

### Mutt and Jeff Here

Newspaper readers are familiar with the two cartoon comedians made famous by Bud Fisher and their funny songs being followed by millions of people all over the continent.

### "Girls From the Follies"

Harry Stepper the star comedian with "The Girls From the Follies," company which comes to the Star Theatre on Monday, Jan. 4, carries the major portion of the work in the two-act musical farce, "Cohen in Chinatown."

### "The Girl Who Smiles"

"The Girl Who Smiles," the stupendous musical comedy production of the Longacre Theatre, New York, with its wealth of haunting melodies; with its six carloads of scenery and elaborate effects; with its large cast of well-known principals; with its host of pretty girls, arrived in Toronto yesterday and will inaugurate a special limited engagement of one week tonight.

### Gaiety Has Good Show

This week's attractions at the Gaiety Theatre are heralded as replete with surprises and new features, resplendent with beautiful girls, magnificent costumes, revelations in scenic and

electrical effects, and a host of singers that bring down the house, and there is a variety of excellent specialties, in the "Bon Ton Girls."

### Farnum in "The Plunderer"

For the first half of this week another great William Fox production will be presented at the Strand Theatre. This will be "The Plunderer," starring William Farnum in the leading role.

### The Birth of a Nation

The third week of "The Birth of a Nation" at Massey Hall, begins with matinee and evening performances today. With Saturday's holiday performance, the great Griffith film production broke the record for receipts established here in other years by the Klaw and Erlanger production of "Ben Hur."

### New Year's Concert

Mr. Campbell's annual New Year's concert in Foresters' Hall, on Saturday night, evoked the greatest enthusiasm from the audience which was largely Scottish. There was not a weak spot in the program, and encores and double encores were frequent.

### MADISON THEATRE.

Blanche Sweet, the beautiful and clever star, will be seen at the Madison Monday, Tuesday and Wednesday in Margaret Turnbull's thrilling drama, "The Secret Sin."

Virginia Wilson, with "Girls From the Follies," at the Star Theatre.

## LITTLE THINGS COUNT

Even in a match you should consider the "little things"—the wood, the composition, the strikeability, the flame.

## EDDY'S MATCHES

are made of strong, dry pine stems, with a secret perfected composition that guarantees "every match a lighter." Sixty-five years of knowing how—that's the reason.

All EDDY products are dependable—always.

## This Certificate

or Making Money



From the Soil

together with \$1.50, presented at The World, 40 West Richmond street, Toronto, or 40 South McNab street, Hamilton, entitles bearer to a copy of the new book, "MAKING MONEY FROM THE SOIL."



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## Toronto World

40 West Richmond St., Toronto, and 40 South McNab St., Hamilton

Clip this coupon and present, together with our advertised price of \$1.48, at our Toronto or Hamilton Office and receive your copy of the BIG PRINT, RED LETTER BIBLE.

1 COUPON \$1.48 SECURES IT

Description: Specially bound in genuine Limp Leather, overlapping covers, red edges, round corners, gold-leafed back, numerous beautiful colored plates, maps and biblical scenes, family record and many useful hints.

Every Word Jesus Spoke Printed in Red

MAIL ORDERS WILL BE FILLED

## NEW YEAR CONCERT WAS MUSIC FEAST

Adanac Quartet Gave Splendid Program Before Big Audience.

The new year concert, given on Saturday evening by the popular and talented Adanac Quartet, in the Odd-fellows' Temple on College street, provided a feast of good music.

The quartet were kept busy with encores, being recalled again and again by the delighted audience.

A change from the program arranged by the quartet, was the singing of "The Bedouin Love Song" by Arthur Blight who will be heard in the singing of "Belshazzar."

## DR. J. COLLIS BROWNE'S CHLORODYNE

The Best Remedy Known for COUGHS, COLDS, ASTHMA, BRONCHITIS.

Acts like a Charm in DIARRHOEA, DYSENTERY, and CHOLERA. Checks and Arrests FEVER, GROUP, AGUE.

The only palliative in NEURALGIA, GOUT, RHEUMATISM, TOOTHACHE.

Convincing medical testimony with each bottle. Sold by all chemists. Prices in England, 1s 1/2d, 2s 9d and 4s 6d.

Agents—LYMAN BROS. & CO., LIMITED, TORONTO.

## CANARY SHOW CLOSURES AWARDS ARE ANNOUNCED

Two Hundred and Fifty Birds Were Shown and They Were of Highest Standard.

The eighth annual show of the National Canary Society, held in Occident Hall, came to a successful close on New Year's night; upwards of two hundred and fifty birds were on view, and was one of the finest quality shows held in Canada.

## BRIDGE ACROSS SAVE OPENED BY ENEMY

Central Powers in Touch by Railway with Bulgaria and Turkey.

AMSTERDAM, via London, Jan. 2, 8.45 a.m.—The bridge across the River Sava near Belgrade was opened Thursday, according to a telegram from Vienna, and direct railway communication was thus re-established between the central powers and Bulgaria and Turkey.



WILLIAM FARNUM in "The Plunderer," at the Strand.

That Son-in-Law of Pa's If You're Hungry, Why, Take a Bath! By G. H. Wellington





# COUNT

the "little things" strikeability, the

# CHES

with a secret per- every match a how—that's the

always.

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## From the Soil

West Richmond street, nities bearer to a copy "E SOIL." By mail add ario, 30 cents in Canada.

## BIG PRINT

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# World

Toronto, and Hamilton

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ally bound in the Limp Leather, round corners, beautiful colored sea, family record

Printed in Red

For Postage: and 20 miles 10 cents, 25 provinces ask post- for 3 lbs.

# COLLIS BROWNE'S LORODYNE

Best Remedy Known for S, COLDS, BRONCHITIS.

is a Charm in HOEA, SENTERY and CHOLERA, and Arrests ER, GROUP, AGUE.

is palliative in NEUR- GOUT, RHEUMATISM, ACHE.

ing medical testimony- ch bottle.

by all chemists.

in England, 1s 1/2d, 2s 9d

—Agents— BROS. & CO., LIMITED, TORONTO.

ttantia," sung by the quar- an excellent program. se present who were follow- ed with keep enjoyment, Sir John Eaton in his uni- tory-colonel.

# ington

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## MAYOR CHURCH ELATED OVER HYDRO VICTORY

He Threw Himself Into the Fight Instead of Campaigning for the Mayoralty.

### WINBERG IS SATISFIED

Expected to Get Eight Thousand Votes and is Satisfied With Showing He Made.

Mayor T. L. Church was re-elected on Saturday by an overwhelming majority. It is tradition in Toronto that a mayor receives a second term and no doubt this old custom had much to do with the immense majority piled up for him.

There was really no issue and Harry Winberg merely came before the electors with little more to recommend him than his statements on the platform to the effect that should he be elected he could at least promise: "I will be no worse than the present incumbent of the chair."

As a matter of fact, Mayor Church's majority is much greater than even his most sanguine friends expected. It is estimated that there is a normal "split" in the government vote by Toronto of six or seven thousand. Many expected that Winberg would get this support in addition to the solid backing of the people of his own nationality, which is said to total about 8000 votes.

Early in the evening it really looked as if these expectations might be realized, the first returns giving Winberg a lead over the mayor. However, this lead did not last long, even the figures were from the districts in the vicinity of the city hall which are largely Jewish. When Mayor Church went to the front, he continued to gain by leaps and bounds until at the close of the evening it was seen that his vote was greater than Winberg's by three to one, his total majority being one of the largest ever piled up in Toronto by a mayoralty candidate.

More Than He Expected. Mr. Winberg was down town to watch the returns very early in the evening, but returned to his home when about two-thirds of the count was in, cheerfully conceding to Mayor Church an overwhelming victory.

"I expected," he said, "about 8000 votes, but it looks as if this will be exceeded. Perhaps I can attribute my defeat largely to the fact that I was a stranger. I was not known to them, and here he laughed in his characteristic good-natured way. "I guess if I had been known I wouldn't have got so many. However, I want to thank those who voted for me. I don't think it's too after being only a week in the field."

Mayor Church was delighted with the result. He was down town Saturday night to watch the returns, and when The World saw him, he appeared jubilant, not so much on account of his own large majority, but because he regarded the result as a mark of "vindication" and justification of his stand on the radial policy.

Great Hydro Victory. "It's a great victory for Sir Adam, the hydro and public ownership. I had no organization, no committees and confined myself to an effort to put the radial question clearly before the people. I made no campaign for myself and confined all my meetings to a fight against the corporation influence. I am sorry my opponent was made the tool of the anti-Bock forces and I am surprised that the Jews of the city allowed themselves to be led in this direction, for the city hall has always been their friend and they have always been the friends of public ownership. They have been treated with equality at the city hall always.

The day but marks a bright dawn for public ownership." Speaking of the new men in council, Mayor Church said that while he greatly regretted parting with some of his old colleagues of last year's council, still they were being replaced by capable successors and no doubt the public choices would strengthen council and transmit the city's business with care and expedition. He closed by expressing gratification at the large vote for the by-law and thanked all the citizens for their support at the polls.

## RUSSIAN PROPAGANDA IN UNITED STATES?

Berlin Reports Brilliant Young Novelist Has Been Designated to Act.

BERLIN, Jan. 2, via wireless to Sayville.—"The Russian Government has designated M. Syromytnikov, a young and exceedingly able novelist, to organize Russian propaganda in the United States," says the Overseas News Agency. "M. Syromytnikov is the author of books of travel and contributes to conservative Russian newspapers. Some Russian papers protest against the government's choice, alleging he will misrepresent the struggle in Russia for progress and liberty."



Scene from "Heit and Jeff in College," at the Grand Opera House.

## White Corduroy, \$1.25 Value at \$1

A special line of White Corduroy Velveteen, 22-in. wide, will be featured during the January White Sale at \$1.00 a yard, the regular price being \$1.25. This material makes the smartest and most serviceable of Skating Skirts. It washes perfectly, and is exceptionally good value at our January Sale price, per yard .... \$1.00

Store Hours: From 8.30 a.m. to 5.30 p.m. Telephone: Adelaide 2380.

# MURRAY-KAY, LIMITED

Murray Store: 17-31 King St. East. Kay Store: 36-38 King St. West.

## The Lunch Room Will Please You

Perhaps you only take lunch in town occasionally; perhaps it is a daily necessity. In either case you will find things exactly to your liking in our Lunch Room. Special lunches are served daily from 11.30 to 2.30 at 30c and 50c. Afternoon tea is served daily from 2.30 to 5.30, cost sandwiches and cake costing 25c. We hope you will make frequent use of our Lunch Room.

## Lovely Table Linens

John S. Brown's Make, Half-Price

So much has been said about the difficulties existing in the linen market today that it may seem almost incredible that we could assemble such a wonderful collection of special bargains in finest Table Linens as will be featured throughout our January White Sale. Be advised by those who know where-of they speak: "Make hay while the sun shines!" And if you would secure your share of such remarkable values as these come to our Linen Section tomorrow, or, at all events, as soon as you possibly can.

## Table Cloths, Many John S. Brown's, Imperfect and Discontinued Lines, Half Price.

Hundreds of beautiful Damask Linen Table Cloths go on sale during our January Sale at Half-Price. These are principally the famous John S. Brown's make, being slightly imperfect or discontinued lines from these well-known Belfast looms. All are exactly half regular prices:

- Table Cloths—2 x 2 yards. At Half-price—\$1.75 to \$7.50.
- Table Cloths—2 x 2 1/2 yards. At Half-price—\$2.50 to \$10.00.
- Table Cloths—2 x 3 yards. At Half-price—\$2.00 to \$12.00.
- Table Cloths—2 1/4 x 2 1/4 yards. At Half-price—\$3.00 to \$8.00.
- Table Cloths—2 1/2 x 2 1/2 yards. At Half-price—\$2.50 to \$10.00.

## Table Napkins, Also Brown's Make, Sample and Imperfect Lines, Half-Price

These Table Napkins are principally John S. Brown's make, and include some of the finest numbers that come from these famous linen manufacturers. Only one or two napkins of a kind in this lot. Every one half regular price. Regularly 25c to \$1.50 each. January Sale prices ..... 12 1/2c to 75c

## Table Napkins, \$3.50 Values, at \$2.50

This is just a small lot of fine Damask Napkins, 22-in. size, principally in spot and stripe patterns. They are splendid value at the regular price, \$3.50 a dozen. Exceptional value at our January Sale price, per dozen ..... \$2.50

## Special Values in Longcloths and Nainsooks Are of Interest

Our Wash Goods Section has an important part to fill in making our January Sale a complete success, and it will do its bit. Here are attractive quotations:

- English Longcloth—36 in. wide, soft, pure quality. Regularly 18c a yard, January Sale price, per yard ..... 13c
- English Longcloth—Of better quality. Regularly 18c. January Sale price, per yard ..... 15c
- Crowdon's Fine Longcloth—36 in. wide, beautiful quality. Regularly 22c a yard, January Sale price, per yard ..... 18c
- January Sale price, per yard ..... 18c
- Crowdon's Fine Longcloth—Of better quality. Regularly 24c a yard, January Sale price, per yard ..... 20c
- January Sale price, per yard ..... 20c
- Nainsook—42 in. wide, English make, lovely quality. Regularly 18c a yard, January Sale price ..... 15c
- Nainsook of better quality. Regularly 21c a yard, January Sale price ..... 18c

## Embroidery Insertions and Allovers on Sale at 50c a Yard

Our Embroidery Section holds out special inducements to the home dressmaker with these special lines:

- Embroidery Insertion—2 1/2 to 5 in. wide, Swiss and cambric, some open, lace pattern, others in eye-let or blind effects. Regularly up to 90c a yard, January Sale price, per yard ..... 50c
- Embroidery All-overs—22 in. wide, Swiss, nainsook and cambric, dainty little patterns in open and blind effects. Regularly to \$1.50 a yard, January Sale price, per yard ..... 50c

## Women's 50c Cotton Vests, 35c Children's to 50c Wool Vests, 35c

In our Hosiery Section you will find two special lines at 35c each. Here are details:

- Women's Fine Ribbed White Cotton Vests—Swiss make, no sleeves, fancy crochet yokes in pretty designs. Regularly 50c each, January Sale price 35c
- Children's Pure Wool Vests—White, loose knit, closed fronts, long sleeves, made of fine yarn, soft and elastic; for ages 1 to 5 years. Regularly 40c and 50c each, January Sale price ..... 35c

## These Charming Hats, All New Models, Worth to \$15.00, at \$7.50

Very lovely Hats at \$7.50 will mark the first business day of the year in our Millinery Section. There are the new tulle and satin combinations, as well as beautiful hats in taffeta, crepe de chine and velvet. These are hats in all the modish shapes, trimmed according to the latest word. Regular prices to \$15.00. On sale tomorrow, each \$7.50



## A Wonderfully Beautiful Display of Finest Lingerie, French and Our Own Make

Dear to the feminine heart is dainty lingerie. And because our assortments of lingerie, both the French garments and those made in our own workrooms, are well known as the very loveliest of their kind, there's always an immense amount of interest shown in our January White Sale.

This year our arrangements have been wonderfully successful both at home and abroad. The clever French needlewomen have sent us of their best; our own workrooms have been working overtime that there may be no shortage of the very specially priced garments which it is our wont to feature throughout our January Sale. Here are quotations on both lines:

## French Hand-made Lingerie Embroidered in Lovely Designs

- French Corset Covers—Fine nainsook, beautifully made and embroidered by hand ..... \$2.25 to \$8.00
- French Drawers—Fine nainsook, embroidered in lovely designs, some lace trimmed ..... \$2.25 to \$9.50
- French Chemises—Fine nainsook, a charming assortment, showing lovely hand work ..... \$1.50 to \$9.00
- French Nightgowns—Fine nainsook, principally in slip-over style, kimono or set-in sleeves \$2.50 to \$36.00
- French Petticoats—Strong nainsook, beautifully embroidered, some with deep scallops, lace trimmed ..... \$3.50 to \$36.00

## Lingerie of Our Own Designing And Making Will be Featured

- Corset Covers—Fine nainsook, trimmed with lovely lace and embroidery, finished with dainty ribbon rosettes ..... 85c to \$3.50
- Drawers—Fine nainsook, lace and embroidery trimmed, some with ribbon and beading ..... 50c to \$3.50
- Envelope Chemises—Fine nainsook, trimmed with fine lace and embroidery ..... \$1.50 to \$4.50
- Nightgowns—Fine nainsook, some in slip-over style, others high neck, fastening down front \$1.35 to \$7.50
- Petticoats—Strong nainsook, lovely flounces of lace and embroidery, some with dainty Swiss medallions inset ..... \$2.50 to \$10.00

## Stirring Bargain Offering in Dresses

- Dresses worth up to \$5.00. Clearing at ..... 75c
- Dresses worth up to \$10.00. Clearing at ..... \$1.50
- Dresses worth up to \$12.00. Clearing at ..... \$2.50
- Dresses worth up to \$20.00. Clearing at ..... \$5.00
- Dresses worth up to \$35.00. Clearing at ..... \$10.00
- Dresses worth up to \$50.00. Clearing at ..... \$15.00

No Telephone or Mail Orders for These Dresses.

The dresses referred to above include a wide range of styles, chiefly in lingerie effects, linens and fancy muslins. These we have assembled in groups and priced them so ridiculously low as to make the bargains next to irresistible.

We are not insisting that the garments are as fresh as when the makers sent them to us, indeed they bear "ear-marks" of having been handled. Most of them are mussed-looking, but this is a trifling drawback when the Sale Prices are cut to a small fraction on the dollar of their original worth.

1st GROUP—Dresses of All-over White Embroidery. Combination of embroidery and lace and pretty striped gingham, the latter tailor-made. Original prices up to \$5.00. January Clearance Price. 75c

2nd GROUP—Dresses of Embroidery and Lace. Fine muslins, lace-trimmed and fancy spot and figured muslins; also a few in white crepe, lace trimmed. Original prices up to \$10.00. January Clearance price ..... \$1.50

3rd GROUP—Dresses in pretty fancy muslins, lace-trimmed; white muslins, embroidery-trimmed—combinations of lace flouncings and embroideries. Original prices up to \$12.00. January Clearance price, each ..... \$2.50

4th GROUP—Dresses in fine lingerie effects, beautifully lace trimmed, also in fancy linen, with rich embroidering, and a number of lace and embroidery dresses. Original prices up to \$20.00. January Clearance price ..... \$5.00

5th GROUP—Dresses in exquisite lingerie effects, with beautiful lace-trimmed bodice and skirt flounce. Many of these have real lace trimmings. A number of linen dresses in this lot. Original prices up to \$35.00. January Clearance price ..... \$10.00

6th GROUP—Very beautiful dresses, mostly in beautiful lingerie effects, with trimmings of the handsomest of laces and embroideries; also many of these with real lace trimmings. Original prices up to \$50.00. January Clearance price ..... \$15.00

# MURRAY-KAY, LIMITED

## The Very Best of Values In Towels, Sheets and Pillow Cases

Our Linen Section from end to end is en fete with the special bargains to be in force throughout our January Sale. Those good housekeepers who have been waiting for the attractive bargains that it is our wont to feature throughout the first month of each New Year will be more than delighted with the good things that are awaiting them. Here are a few quotations:

Wash Cloths, Half Price. SPECIAL FOR MONDAY ONLY—Wash Cloths. Regularly 5c each. Tomorrow only, 2 1/2c each, or 30c a dozen.

Linen Huck Towels, 25c Each. Only about 80 dozen of these Linen Huck Towels, a special purchase bought when the old prices were in force. Several different qualities, all worth at least \$4.50 a dozen. It's very uncertain when we shall again be able to offer all-linen towels at our January Sale price. While they last, per dozen ..... \$3.00. We shall also feature special lines of fine Linen Huck Towels at, per dozen, \$3.60, \$4.20, \$4.80, \$6.00, \$9.00, \$12.00 and ..... \$15.00

Pillow Cottons, 12 1-2c a Yard. This is English-made Pillow Cotton, 40 in. and 42 in. wide. Special January Sale price, per yard ..... 12 1/2c

Bleached Sheetting, 27c a Yard. English-made Sheetting, of good quality, 2 yards wide. Excellent value at 27c a yard. Specially priced for our January Sale at, per yard ..... 27c

Unbleached Sheetting, 32c a Yard. This Unbleached Sheetting is one of the best English makes, and is 90 inches wide. If it were bought from the manufacturer today it would sell at 60c a yard. Specially priced for the January Sale at, per yard ..... 32c

Sheets, Special \$1.80 to \$3.25 a Pair. Here are Sheets of splendid quality, torn extra long, specially priced for the January Sale as follows: Size 2 x 2 1/2 yards. Per pair ..... \$1.80. Size 2 1/4 x 2 1/2 yards. Per pair ..... \$2.10. Size 2 1/2 x 2 1/2 yards. Per pair ..... \$2.40. Size 2 3/4 x 2 1/2 yards. Per pair ..... \$2.70. Size 2 3/4 x 3 yards. Per pair ..... \$3.25

## A List of Special Values from Our Men's Furnishings Section

Here are some of the special values to be featured in the Men's Furnishings Section during our January Sale: Men's Neglige Shirts—Plain white, with stiff cuffs, also some fancy patterns. Regularly \$1.00, \$1.25 and \$1.50. January Sale price for each ..... 75c. Men's Knitted and Fancy Silk Neckwear—Regularly to 75c. January Sale price ..... 3 for \$1.00. Men's Natural Marine Underwear—Medium Winter weight; all sizes. Regularly \$2.50 a set. January Sale price, per garment ..... \$1.00. Men's Irish Linen Handkerchiefs—4 1/2-inch and 5 1/2-inch hems. Regularly \$3.00 a dozen. January Sale price ..... 3 for 50c. Men's Woollen Gloves—Heather mixture, bound with leather. Special, per pair ..... 50c

## Clearance Sale of Boys' Suits Regular Prices to \$12.00, at \$6.85

The Boys' Outfitting Section, always to the fore with good values, has a more than usually attractive bargain feature for tomorrow and Tuesday. Final Clearance of All Our Best Winter Suits for Boys—Consisting of Norfolk models, the coat made with box pleats and yoke, full bloomers, also a few with the English semi-riding breeches, made of best imported tweeds, gray and brown mixtures, best make, good linings, sizes 27 to 35. Regular prices \$9.00, \$10.00 and \$12.00. January Sale price tomorrow and Tuesday ..... \$6.85

## A List of Sewing Essentials All at Very Reasonable Prices

Here are quotations on the excellent lines of sewing essentials on sale in our Notions Section: Coats of Cotton—A dozen spools ..... 45c. Needle Cases—100 needles ..... 10c. Scissors—4 in. to 6 in. Per pair ..... 25c. Sterling Silver Thimbles ..... 35c to 75c. Tape Measures—60 in. .... 5c to 10c. Featherboning—A yard ..... 10c to 15c. Belting—A yard ..... 10c to 15c. Brass Hooks and Eyes ..... 2 dozen for 5c. Dressmakers' Pins—1/4-pound box ..... 20c. Gling Socket Dome Fasteners—Per dozen ..... 10c

## Women's Smart New Footwear Regularly to \$6.50, at \$4.45 a Pair

Women's High-grade Button and Lace Boots—Patent leather and gummet calf, with cloth tops, Goodyear welt soles, Cuban and Spanish Louis heels; newest midwinter styles. Most of these smart boots are the well-known Selby make. Good range of sizes and widths in most styles. Regularly \$5.00 to \$6.50 a pair. On sale Tuesday at per pair ..... \$4.45



The Toronto World

FOUNDED 1889. A morning newspaper published every day in the year by The World Newspaper Company of Toronto, Limited...

In advance will pay for The Daily World for one year, delivered in the City of Toronto or Hamilton or by mail to any address in Canada, United Kingdom, Mexico and the British possessions...

UNITED STATES. Daily World \$4.00 per year; Daily World for one month \$1.00 per month, including postage.

It will prevent delay if letters containing "subscriptions," "orders for papers," "remittances," etc., are addressed to the Circulation Department.

MONDAY MORNING, JAN. 3.

The Big Issue

Far more important than any other issue in the election on Saturday was the carrying of the hydro radial by-law. A fierce fight was waged against it by the corporations, centralized in the council of the board of trade, and supported evidently by all the "big interests."

The board of trade council was really acting in good faith and in the public interest if it was not merely out against public ownership and hydro radials, but that it is willing to assist in maturing the plans of the hydro commission, and carrying them to completion.

There are other things involved in the vote of Saturday than the building of the radials, and Mr. Woods and his friends ought to be sufficiently public-spirited to take an interest in them. Certainly the chief of these is the development of additional power at Chippewa Creek, where 600,000 horse power is available, and certainly an attractive bunch of grapes for various foxy eyes.

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There should be no question as to whom this power should go. The people must have it, not only to protect their present enterprises, but to carry further the great plans that, naturally arise out of the hydro-electric system. The radials are the first of these and they lead the way to a province more independent in regard to power and light and transportation than perhaps the corporations and a portion of the board of trade care to contemplate.

The issue is clear enough. Are the people of Ontario to be free to carry out their own plans, or are they to give themselves into the corporation guardianship of those who believe that profits are for the few, and that the distribution of profits in the reduction of prices is a rank financial heresy? We believe the people have come to the stage where they can mind their own business.

They Monkeyed With the Dynamo. There were four members of the council who voted against the submission of the hydro radial by-law. Two of them were in the board of trade ward, Ward Three. They were practically returned by acclamation, no adequate opposition having developed against them.

It cannot be denied that Controller Spence sacrificed himself on the question, and his attitude remains impeccable. No longer ago than Oct. 27, at a meeting of the Hydro Radial Union he moved a resolution, which was adopted, that the plans of the route of the radials having impressed the meeting as desirable, those present urged their respective councils to express approval of them, and to take steps to have the necessary bylaws prepared and submitted to the electors. His failure in consistency has unquestionably been the cause of his defeat, and the city council thereby loses a member who has in some ways been a valuable element in the government of the city.

Ald. Roden was almost as unaccountable in his action as Controller Spence. He probably hearkened to the siren of the board of trade, and his eldermanic bones may decorate the siren's lair. He will find it difficult to redeem himself in the opinion of the people who know the good thing they have in the hydro-electric system, and recognize the advantages of extending that principle wherever it can be adopted without undue interference with existing conditions.

How the Prophets Came Out. It does not appear that "making a slate" is of very great importance in an election, and the several newspapers and associations which follow the practice do not reap much credit on the general result. Leaving out of account the board of education, upon which there was a good deal of agreement, the city council, including the board of control, offers twenty-four opportunities for prophecy. The World did not make a slate, but made some recommendations and forecasts, in which it had nineteen right and five wrong.

The Globe, with three alternate suggestions, had eighteen right and eight wrong. The Star, with two alternates, had seventeen right and eight wrong. The Telegram, with one alternate, had fourteen right and six wrong. It named the new board of control, the not in the elected order, and was the only newspaper to do so.

The News made no selections in ward six, recommending all five candidates. Omitting ward six, The News would have the same record as The Globe, but with ward six counted as three right and two wrong, The News has a record of seventeen right and five wrong.

The Mail and Empire named twelve right and seven wrong. The Catholic Municipal Association named thirteen correctly and seven wrong. The Orange Committee named twelve right and four wrong.

The Star was the only paper which failed to perceive Cameron on the electoral horizon. Controller Foster, in spite of strenuous opposition and the failure of any paper but The Telegram, to support him, was once more returned. Controller Thompson had all the papers behind him, and all the papers also supported Controller O'Neill.

There are ten new aldermen, four of whom have had previous experience in council, and six will try their 'prentice hand. The six new men are all young or comparatively young, and their career will be watched with interest at a time when the influence of young men is becoming more valued in business, and more necessary in an entirely new condition of society.

The new men are Messrs. Wagstaff, ward one; Beamish, ward two; Nesbitt, ward four; Archibald and Flewman, ward five, and McGregor, ward six. Fred McBrien is another young man who has made a reputation for energy and business acumen.

For the success of the council a good deal depends on the harmonizing influences which the mayor and his immediate following may bring to bear upon the others. Great harm has been done in the past by attempts to dictate and dominate. This leads to obstruction and failure. We shall try to be just and fair to his worship as hitherto, and trust he will insist on a square deal for all.

The Spur of Competition. When Baron Shaughnessy recently delivered himself of those observations about spoon-fed radials and the desirability of their becoming stagnant under court control he probably forgot for the moment that good old maxim which declares competition to be the life of trade. That the maxim applies to the railway business. His Lordship is in no position to doubt. He must recognize the great public service rendered by the Grand Trunk Pacific and the Canadian Northern in accelerating the pace of the Canadian Pacific Railway Company.

The Rogers Pass tunnel thru Mt. Mackenzie is an engineering feat of which His Lordship and his company may well feel proud. It reduces to less than one per cent, an almost prohibitive grade with which the C. P. for many years contended. The C. P., however, would have gone on with the wretched struggle indefinitely if the Grand Trunk Pacific and the Canadian Northern railways had not been constructed with easy grades across the mountains.

People who travel between here and Ottawa have been impressed by the improvement in the Canadian Pacific service since the Canadian Northern became a competitor for business between this city and the capital. The C. P. trains now enter and leave the new and convenient Central Station at Ottawa, and two new trains, the York and the Rideau, give an afternoon service. Not only upon this line but over the country generally people remark the greater anxiety of the Canadian Pacific to get traffic and handle it efficiently, since the Canadian Northern entered the field.

And now comes The Summerland. The Rogers Pass tunnel thru Mt. Mackenzie is an engineering feat of which His Lordship and his company may well feel proud. It reduces to less than one per cent, an almost prohibitive grade with which the C. P. for many years contended. The C. P., however, would have gone on with the wretched struggle indefinitely if the Grand Trunk Pacific and the Canadian Northern railways had not been constructed with easy grades across the mountains.

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MICHIE'S BEAURICH CIGARS 3 FOR 25c AT THE CIGAR DEPT., 7 KING ST. W. MICHIE & CO., LIMITED

CAN HE GET THRU ?



B.C. Review, and tells us that the Canadian Northern is securing for the people of the Pacific Coast not only better service but lower freight rates, and we read:

Substantial reductions in the rates that have hitherto prevailed have been effected by the Canadian Northern Railway on the line which was recently opened from Vancouver and they have come, it is stated, as a great surprise to the C.P.R. It is confidently expected that a corresponding reduction as regards the points affected will be made shortly by the C.P.R., and just where the anticipated war will end is a matter of interesting speculation by many. The reductions announced by the C.N.R. are anything up to 15 cents per hundred pounds, or per carload of 20 tons, up to \$40. The coast section of this province will derive considerable benefit from the reductions, since carload business in lumber and staple commodities will be stimulated.

Baron Shaughnessy may be displeased by this activity, but he has no reason to fear for the future of his road. It is true the Canadian Northern this year carried nearly 100,000,000 bushels of wheat from the farms of the west to the head of navigation. But did not the Canadian Pacific carry more grain than ever before? The C. P. could not possibly have handled the crop of 1915 without the assistance of the Canadian Northern and the Grand Trunk Pacific. Indeed, there would have been no such bumper crop to take care of had the west still been dependent upon the one railroad. It is not long since we heard constant complaints of car shortages and grain blockades. Wheat that did not get out of Port Arthur before the close of navigation had to wait a long while before it could be brought to eastern Canada by the one railroad track that then connected Ontario with the west.

The public are benefited by railway competition and the Canadian Pacific. We venture to think will be helped rather than hurt by the spur. Its earnings for October, 1915, exceeded those for October, 1914, by \$3,258,105 and C. P. stock went up fifty points in 90 days.

We are not going to scarp the Grand Trunk Pacific and the Canadian Northern or put them in cold storage. The people of this country welcome competition in service and competition in rates. Baron Shaughnessy and his associates will have to hustle more than formerly. They will have to realize that they are the servants and not the masters of the public. They will have to be a little more deferential to public opinion in the future than they have been in the past, but the Canadian Pacific will make more money than ever by giving better service and lower rates.

Meanwhile the eastern division of the Grand Trunk Pacific, under national ownership and operation, has cut the rate for grain from Winnipeg to Quebec from 18c to 10c a bushel.

DODD'S KIDNEY PILLS FOR ALL KIDNEY DISEASE. CURES PNEUMATISM, BRIGATE'S DISEASE, DIABETES, BACKACHE. WATER 23 THE PHARMACY

FAIR PRICES FOR MUNITIONS. Editor World: The new munitions committee, if Ottawa despatches are true, are not proceeding in a way calculated to be of the best service to Britain or to Canada. The one idea of Mr. Flavelle and his colleagues seems to be to cut prices to such a figure that no factory will accept an order for shells except those who can do so at a profit to keep the works going. Companies which undertook the first shell orders received high prices in order to compensate them for the new machinery which had to be bought, and which will be mostly scrapped when the war orders are completed. Gen. Bertram exercised good judgment in making the original awards and put 200 factories at work which otherwise would have been closed. Canada's return to normal conditions was directly responsible to war orders, and this was later supplemented by the big crops. Canada has already spent \$130,000,000 on the war, and if any money is to be spent outside Britain, we are certainly entitled to a share. The price now being offered for shells in Canada is said to be lower than that paid in the States. It seems if Mr. Flavelle is to maintain the attitude he has taken in regard to prices, that many factories will either have to close down or cut the employees wages below a living scale. Even in England the government is dealing fair with the munition manufacturers, and this is a good reason to suppose that they are not prepared to do the same for Canadian manufacturers. T. T.

YE BANKS AND BRAYS. Editor World: Please let me know what troubles brother Banks. Surely the rapid recruiting going on in Col. Chadwick's regiment should suit him. What's the matter with the banks and brays of bonny Doon that should cause such brays from Bonny Banks of Doon? D'ARCY HINDS.

TEN THOUSAND MILES OF FRENCH TRENCHES. About Twenty Units to Every Unit of Front to Be Guarded by Allies. LONDON, Jan. 2.—There are at least 10,000 miles of trenches now in the western theatre of the European war, according to H. Warner Allen, special correspondent of the British press with the French army. He writes: "In the section of the French lines that I have just been visiting there are already, on a front of just over ten miles, 375 kilometres (or eighty over 234 miles) of trenches. To make certain still more sure another 75 kilometres (or 46 miles) of other trenches are being dug, so that by the end of the year there will be in that neighborhood 250 miles of trenches on ten miles of front.

Elsewhere a certain division has 250 miles of trenches to look after while a certain corps d'armee has 45 miles. Taking these figures into consideration, one will certainly be under the mark in estimating that there are twenty miles of trenches to every mile of front, so that between Switzerland and the North Sea the British and French armies have at least 10,000 miles of trenches to guard and keep in order."

FOOTBALL GAME WON BY ITALIAN SOLDIERS. English, Belgian and French Troops Made Up Opposing Team. MILAN, Jan. 1, 8.30 p.m.—A football match here today between a team composed of Italians and another made up of English, Belgian and French troops, all from the front, was won by the Italians by a score of 6 to 4. A great crowd thronged the arena to witness the contest.

TORONTO GRAIN CHARTER. Editor World: Section 114 of the Municipal Act reads as follows: No person on the day of polling shall use or deliver to any other person any card, ticket, leaflet, book, circular or writing soliciting votes for or against any candidate or by-law under a penalty not exceeding \$20. If the council of the board of trade should violate that section on Jan. 1, would it be their first offence? Do they not violate chapter 146, section 444, an act respecting the criminal law, which in part reads as follows: "Everyone is guilty of an indictable offence, and liable to seven years' imprisonment who conspires to affect the public market."

The council of the board of trade and their sister organization, the grain section, are responsible for the mysterious quotations which affect the marketing of 75,000,000 bushels of grain in the Province of Ontario. There is a grain charter owned by parties in the city; the charter is comprehensive in its conditions, and fully covers all the privileges for the buying and selling of grain which if operated would throw the market open to competition thereby preventing restraint of trade.

But the board of trade not only refuse to recognize it, but place every possible obstacle in the way of its being used; men assuming such a responsibility can with ease build up enormous fortunes. It is most satisfactory to know that Mr. Justice Latchford refused the application of their representative for an injunction restraining the city from submitting the hydro radial by-law. The reduction in the rate for the city as ordered by the commission since its inception is most conclusive evidence that the commission is using the natural resources of the country for the benefit of the people, and not for the exploiters, the promoter and the private money grabber.

A Victim.

HIPPODROME SUNDAY PROGRAM WAS CHOICE

Splendid Entertainment and Recruiting Speeches Aroused Enthusiasm. COL. CHADWICK SPOKE. Officer Made Appeal to "Pals" to Join His New Battalion.

The concert and recruiting rally held yesterday by the Sportsmen's Patriotic Association at the Hippodrome was a particularly well arranged program, under the direction of Duncan Cowan, the entertainer. There was a full house from the opening number at 2 p.m. to 11 o'clock. The band of the 74th Canadian Expeditionary Force played national airs of all the allies and other patriotic numbers. There were 11 artists, a showing of several good films, both amusing and instructive, and several recruiting speeches. Every contribution of talent in any shape or form at these Sunday concerts is given absolutely free, neither speakers nor artists receiving anything for their services, which are given in the cause of patriotism.

Charles Musgrave, publisher of "I Love You, Canada," was present as accompanist to most of the songs, also Morris Manley, composer, who sang "Good Luck to the Boys of the Allies." Mrs. Gourlay McKenzie sang two songs in the afternoon and again at night. Miss Clara Spencer (elocutionist), gave two stirring patriotic recitations. Duncan Cowan was heartily applauded for his songs "Here We Are Again," and "Somewhere in France," which he delivered in his usual inimitable style. The exquisite playing of Harvey Gehan, violinist, was greatly appreciated by the audience, who encircled again and again. Col. Chadwick, of the 124th Battalion, appealed for recruits; he pointed out that the 124th, called the "Pals Battalion," was distinct from any other, as men joining who brought their own rifles were allowed to keep them in companies right thru training, and would eventually be able to fight side by side. The speaker appealed to the women and girls present, who he said could do a great deal for the cause, by refusing to be seen out with any young man who had not donned the khaki.

Other artists who contributed good numbers were Howard Russell, Fitz John Slack, of the 124th Battalion, and Hartwell de Mille.

SIR ROBERT RECOVERING FROM LA GRIPPE ATTACK. Premier Will Be Able to Leave Home on Business Again Shortly. By a Staff Reporter. OTTAWA, Jan. 2.—Sir Robert Borden, who is still suffering from la grippe, is feeling better tonight, but he will be confined to his house for several days more.

Sir Thomas White, minister of finance, is expected back in Ottawa tomorrow. The other ministers will also be back early in the week.

YUAN ASSUMES AIRS OF GENUINE EMPEROR. PEKING, Jan. 2.—Yuan Shi Kai, president of China, who has accepted the proffer of an emperor's crown upon "request" of various elements in the nation, entered the palace in the imperial yellow chariot, set on the throne and was announced as "his imperial majesty" at the new year's day reception, given for Chinese officials. He is already addressed as emperor. The Chinese people wish prosperity and victory for him and his kingdom.

SAN MARINO'S GOOD WISHES. ROME, Jan. 1, 8.30 p.m.—The ex-liege power in the Republic of San Marino, the oldest independent state in Europe, sent King Victor Emmanuel New Year's messages wishing prosperity and victory for him and his kingdom.



BABE LA TOUR. With the "Bon Tons," at the Gayety Theatre.

CROWDS ON STREETS SAW QUICK RETURNS

Largest Gathering Was on Richmond Street at The World Office. RESULTS WERE EARLY. Speed and Accuracy of the Count Up Never Was So Manifest.

Election day passed without any untoward incident and nothing in the nature of a demonstration marked the proceedings. From early morning a steady stream of voters frequented the polls and enthusiasm seemed lacking throughout the day except for the interest shown for the result of the hydro radial by-law, which developed into a fight between the promoters of the by-law and the board of trade. The return of Mayor Church was generally conceded and the majority content was dismissed with the opinion that it would prove a good fight. The fact that all the stores were closed accounted for the deserted streets and those whose interest in the election did not amount to casting votes spent the evening in the theatres.

After the polls closed at 5 o'clock, crowds began to gather at the different newspapers' offices in the centre of the city to see the returns as they were received from the city hall. About 6.30 an enormous crowd gathered in front of The World office, where a screen was stretched across the Registry Building, and the results were received, they were thrown out to the view of the crowd. The gathering assumed such dimensions at one time that a cordon of police was necessary to keep the traffic clear of the street car tracks. A splendid set of motion pictures, kindly loaned by Manager Marvin of the Strand Theatre, kept the people amused while the results were tabulated. Mr. Stukes, the World's clever artist, was at his best in his original conceptions and he kept the crowd in good humor with his appropriate and timely sketches. In the office the staff was engaged in presenting the picture with a swift and accurate summary of the voting and despite a drizzling rain (excepted) the returns were tabulated. The picture overcame the unsatisfactory nature of the weather. The last edition of The Sunday World contained complete detailed accurate election results. The Mail and Empire office on Bay street, Controller Thompson addressed a large crowd after the result was made known and he was loudly cheered. He said that last year when he was elected he was the last of the four returned. This year he said the people of Toronto had placed in the proud position of head of the poll.

He gave his promise to the citizens that he would not be swayed by prejudice or special interests, but would look after the requirements of the people. The controller declared that he had been pleased more by the passing of the hydro radial than by any other election. "My meeting," he said, "I voted in favor of it. It is going to be a great boon to the citizens of Toronto.

"I hope if I am again a candidate," concluded Mr. Thompson, "that you will show me the same confidence, port and wish them all a happy New Year.

Mayor Church held forth from the Telegram Building and thanked the people for renewed confidence. He promised that his second term of office would be in the interests of the citizens.

At 12 o'clock the crowds had dispersed and another election day had passed.

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Canada's Best Beer is O'Keefe's. It has been brewed in Toronto for over half a century. Its Merit is known. Its Purity is assured. Order a case from your dealer. A BREW FOR EVERY TASTE. O'Keefe's PILSENER LAGER, O'Keefe's SPECIAL EXTRA MILD ALE, O'Keefe's SPECIAL EXTRA STOUT, O'Keefe's OLD STOCK ALE. The O'Keefe Brewery Co., Limited, Toronto.



ON STREETS QUICK RETURNS Gathering Was on Richmond Street at The World Office.

JANUARY SALE

Extra special values are offered in all departments, including many broken ranges of our regular line. We enumerate a few specialties from the Linen and Housefurnishing Departments.

TABLE CLOTHS AND NAPKINS

Pure Linen Damask Table Cloths and Napkins, in every required size. Enormous range of choice patterns are laid out for our special sale at big reductions.

LINEN AND LAWN EMBROIDERED BEDSPREADS

In grand assortment of handsome hand-embroidered designs, single and double bed sizes. Greatly reduced—\$7.50, \$8.00, \$9.00, \$10.00 to \$25.00.

H.S. LINEN PILLOW CASES

Special values, \$2.00 and \$3.00 pair. H.S. LINEN SHEETS Special values, \$8.00, \$9.00, \$10.00, \$11.00 to \$15.00 pair.

TOWEL BUNDLES

Hemmed and hemstitched, fine, dependable quality pure linen huck, in every size and variety, in bundles of half dozen. Clearing at from \$1.25 to \$7.50 per half dozen.

BATH TOWELS

Very special values, 25c, 50c, 65c, 75c and \$1.00 each.

GLASS TOWELS

100 dozen only. Extra special, \$1.95 dozen.

MADEIRA TEA NAPKINS

In assortment of handsome designs. Special value, \$5.50 dozen.

SHEETS AND PILLOW CASES

Made to order in any size at special prices.

SPECIAL VALUES are offered in

All-wool Blankets, Cotton Blankets, Down Quilts, Cotton Comforters, Bed Pillows, Sofa Cushions, etc.

LETTER ORDERS PROMPTLY FILLED.

JOHN CATTO & SON

55 to 61 KING ST. EAST TORONTO.

LADIES' AND GENTLEMEN'S HATS

of all kinds cleaned, dyed and remodeled. Work excellent. Prices reasonable.

SOLDIER'S CAR COLLIDED WITH TELEGRAPH POLE

Pte. J. Milton Sustained Scalp Wound and Injured Shoulder.

METHODIST DIVINE CONGRATULATES PREMIER

Rev. Dr. Chown Thanks God and Borden for Announcement.

DEATH CLAIMED HIM AFTER HE CAST VOTE

After casting his ballot at the polling booth on New Year's Day Thomas Shields, aged 65, of 303 Jones avenue, was suddenly taken ill. He engaged a taxi to take him to his home. He was assigned to the door by the motor driver and expired within a few seconds after entering his house. A doctor was called and pronounced death due to heart failure. An inquest will be held at the morgue today.

The whole country is talking about the case of the Bollinger baby of Chicago

tells about another baby cursed with the taint of crime who lived to follow in the footsteps of her law-breaking father.

Watch for the gripping story in this paper, then see the pictures in the movies.

First story in the Sunday World Jan. 9.

THE WEATHER

OBSERVATORY, Toronto, Jan. 2.—(3 p.m.)—A moderate disturbance is centered tonight near New England coast, and pressure is high over the central and northern portions of the continent. Rain has occurred in Western Ontario and snow in Eastern Ontario and Quebec. In the western provinces the weather has been fair and cold.

CRACK PROOF SHIRTS and COLLARS

when old and worn will crack and break. We cannot prevent the effects of age and wear, nor be responsible for manufacturers' defects. But we do claim that our crack-proof process eliminates brittleness, which is harmful and exists in ordinary laundering.

NEW METHOD LAUNDRY Limited

"WE KNOW HOW" PHONE MAIN 7488 FOR TRIAL ORDER.

BRITISH LABOR WILL BE GRANTED DEMANDS

No Obstacle Now in Way of Full Output of Munitions

WILL DILUTE LABOR Necessary Legislation Will Be Speedily Put Thru British Commons.

(Continued From Page 1).

STREET CAR DELAYS

Yonge, Avenue Road and Dundas cars, northbound, delayed 7 minutes at Carlton and Yonge at 11.24 p.m. by auto stuck on track.

THE BAROMETER.

Table with 4 columns: Time, Ther., Bar., Wind. Rows for 8 a.m., Noon, 2 p.m., 4 p.m., 8 p.m., Mean of day, 24 hours, and range.

STEAMSHIP ARRIVALS.

Table with 4 columns: Jan. 2, At, From, To. Rows for Baltic, Ryndam, St. Louis, Bergensfjord, St. Paul.

BIRTHS.

NORRIS—To Mr. and Mrs. A. D. Norris, Mimico, Beach P.O., Dec. 31, 1915, a son.

DEATHS.

ACEY—Arthur Acey, on Jan. 1, 1916, 2nd concession at Mount Pleasant Cemetery, Monday afternoon, Jan. 3, 71.

ALLISON—William Allison, son of Robt. Allison, 250 St. Patrick street, Toronto, at Toledo, Ohio, on Jan. 1, 1916, in his 41st year.

CORNWELL—On Sunday, Jan. 2nd, 1916, Sarah Isabella, beloved wife of William E. Cornwell, aged 57 years.

FUNERAL on Tuesday, the 5th inst., at 2.30 p.m., from her late residence, 309 Wesley street, to Mount Pleasant Cemetery.

DEAN—At Private Pavilion, Toronto General Hospital, on Saturday, Jan. 1, 1916, Thomas Dean, age 73 years.

FUNERAL service at Hopkins and Burgess' Chapel, 529 Yonge street, today (Monday) at 4 p.m. Funeral cortege to St. James' Cemetery.

DORAN—On Saturday, Jan. 1, 1916, at his late residence, 162 Franklin avenue, Alexander R. Doran, beloved husband of Elizabeth Morrison, age 78 years.

FUNERAL from above address on Monday at 2 p.m. Interment in Mt. Pleasant Cemetery.

GRANT—At his late residence, 18 Hewitt avenue, on Sunday, Jan. 2, 1916, Thomas Grant, beloved husband of E. Grant, and father of Wm. H. and Spencer T. Grant.

FUNERAL on Tuesday, Jan. 4, at 2 p.m., from above address to Prospect Cemetery.

HARRISON—At the residence of her daughter, Mrs. J. Williamson, 606 Duell avenue, Elizabeth Harrison, wife of the late Frederick Harrison of Westpole, in London, Monday, Jan. 3, 1916, Hagersville, at 1.30 p.m.

HUSSEY—On Saturday, Jan. 1, Lillian Rose, third beloved daughter of Benjamin and Maud Hussey, aged 15 years.

FUNERAL from her father's residence, 2 Albemarle avenue, Monday, Jan. 3, at 2 p.m., to Mount Pleasant Cemetery.

LEPPER—At Calgary, Dec. 28, 1915, Charlotte Whittington, beloved wife of Arthur Lepper, aged 56 years.

FUNERAL on Monday from her sister's residence, 19 Wilcox street, at 2.30 p.m., to St. John's Cemetery.

SCHOFIELD—At the residence of her son-in-law, Albert Barratrough, Gormley, Jan. 1, 1916, Caroline Schofield, in her 89th year.

FUNERAL Tuesday, Jan. 4, 1916, at 2 p.m., to St. John's Church, Oak Ridge.

TUTT—On Dec. 31, 1915, at Lakewood, Ohio, Naomi Isabel, beloved wife of George H. Tutt, age 39 years and four months.

FUNERAL from her father's residence, 215 St. Clarens avenue, 2.30 p.m., Monday, Jan. 3, to Prospect Cemetery.

WALKER—On Sunday, Jan. 2, William J. Walker, in his 28th year.

FUNERAL Tuesday, Jan. 4, at 2.30 p.m., from his father's residence, 455 Sackville street. Interment at St. John's Cemetery.

SHIRTS and COLLARS

Advertisement for Crack Proof Shirts and Collars, featuring an illustration of a shirt and collar, and text describing the crack-proof process.

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No Obstacle Now in Way of Full Output of Munitions

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SOCIETY

Conducted by Mrs. Edmund Phillips

Their Royal Highnesses the Duke and Duchess of Connaught, and the Princess Patricia, attended by Col. Stanton, military secretary, Miss Dorothy York and Miss Adam, ladies-in-waiting; Major Duff; Commander Morris, R.A., A.D.C., and Captain Macintosh, A.D.C., are leaving on the 18th inst. for Toronto, and will remain at Government House until the 18th, with His Honor the Lieutenant-Governor and Lady Hendrie.

Hon. Sir William Webb spoke last night at the meeting of the Citizens' Recruiting League in Loew's Theatre, and as it was his first appearance since his majesty had honored him for his services to the empire, he was received with great enthusiasm. Lady White, who was also on the platform, is one of the most tactful and gracious of the ministers' wives, and will grace the table.

The marriage took place in London last week of Janet, daughter of Sir Charles Hartley, and Lady Tupper, to Mr. Glen Holland, 10th Gordon Highlanders.

The engagement is announced of Mary Grace, daughter of Mr. and Mrs. J. D. Pennington, Dundas, Ont., to Mr. Charles Hartley, at which the marriage will take place quietly this month.

The announcement arrived by cable of the appointment of Mr. John R. Cartwright, 3rd Battalion, C.E.F., to be A.D.C. to general Massey, in Canada, is the latest of the late master-in-chief, Mr. James S. Cartwright, K.C.

Mr. and Mrs. W. F. Andrews have returned home from a three weeks' visit to Boston and New York.

Miss Loring has returned from a Christmas visit to her parents in the States. Miss Wylie has also returned from a holiday.

Miss Westcott, London, Ont., is visiting Mrs. Willis Chipman.

Mr. George Beardmore, who has some English friends staying with them at Chudleigh, gave a dinner and musicale on Friday night.

Mr. Walter Duff went to New York the end of the week.

Major DuDomaire of the Royal Canadian Air Force, and the officers who have gone to France for instruction at the seat of war.

Mr. J. M. Forster is in Montreal.

The engagement is announced of Miss Beryl Wood, daughter of Mr. and Mrs. W. Wood, Hamilton, Ont., to Mr. G. S. Montisambert of the Imperial Bank, Toronto.

Rogers—Coulter. The marriage of Vera Vinetta, daughter of Mr. and Mrs. J. K. Coulter, to Mr. Joseph Bertram Rogers, only son of Dr. and Mrs. Charles Rogers, was solemnized very quietly on Saturday, January 1st, in Christ Church, Deer Park, the Rev. Canon A. H. Brooke officiating. The bride was given away by her father. Mr. and Mrs. Rogers left for Detroit, where they will reside.

B. I. A. CHRISTMAS TREE. A pleasant social entertainment and Christmas Tree was held in Little's Hall, Earlscourt, on New Year's Day under the auspices of the women's

Six members of last year's council who opposed the appointment of Deputy Chief Smith to the position of head of the department were defeated, while only two supporters of Mr. Smith failed of re-election. The opponents of the deputy chief's elevation who are returned to council are Controller Spence, Ald. Walton, Yeomans, Warren, Roden and Weir.

In ward two J. R. Beamish fills the vacancy caused through the death of the late Ald. Wickett, and this gives one more vote for promotion.

All Wards Defeated. A notable feature in connection with the election is that all the candidates who were not in favor of the hydro radial law were defeated. Perhaps it was his stand on this question which decided the fate of Controller Spence, and the argument which made him stand out in the crowd was his administration of civil affairs which have also contributed to his downfall.

The first council meeting of the new year will be held a week from today, when "good-bys" will be the order of the day. Within a short time after that the inaugural meeting will take place, when the new members will be sworn in and officially welcomed. Immediately the council will get down to business and once more the administration of civil affairs will take their regular routine.

HA, HA, LOOK WHO'S HERE! Alderman Donald C. MacGregor, Gee Whizz! Many of the electors of Ward 6 and to the World for the magnificent support at the polls.

UNIDENTIFIED MAN STRICKEN BY PARALYSIS St. Michael's Hospital Seeks Friends of Stranger Found on Street.

An unidentified man of 60 years of age was picked up on the street unconscious near St. Michael's Hospital Saturday evening and taken to that hospital. All one side of the man's body is paralyzed and he is unable to speak. He is about 5 feet 8 inches tall, gray hair and mustache and wore a dark suit.

Lord Montague's Mission. Lord Montague, who was on the passenger list, was going to India to check the post of inspector of mechanical transport. He appeared in the list of the Star of India for services in connection with the war.

FEAST OF MOST HOLY NAME WAS CELEBRATED Various Churches United in Afternoon Services.

The annual solemn celebration of the Feast of the Most Holy Name was held yesterday afternoon, when the various city branches assembled at the following churches, where special services were held:

The east end branches gathered at St. Michael's Cathedral, the west end branches met at St. Francis Church, and the extreme western and northern branches at St. Anthony's, St. Helen's, St. Vincent de Paul's, Holy Family, Holy Rosary, St. Clare's and Weston, where Rev. Dr. J. P. Treacy delivered a special sermon, and benediction of the blessed sacrament was given by Rev. Edward McCabe, assisted by Rev. Fathers Coleman and Kelly. A marked falling off was noticed in the number attending the three churches, in comparison to previous years, attributable to the fact of the large number of the young men of the various branches enlisted for overseas, the Holy Rosary branch, clearing over 50 per cent of their membership at present with the colors.

Blood was like Water Anaemia

You cut your finger and the wound is like water. The blood is watery and fails to form a clot. The lips and gums are pale. You are anemic.

This condition is overcome by using Dr. Chase's Nerve Food. In this food cure there are combined in concentrated form the elements that so form new, rich, red blood.

The appetite is sharpened, digestion improved and strength restored, and you rid yourself of weakness and many annoying derangements.

Dr. Chase's Nerve Food, 25c a box, 5 for \$2.50, all dealers, or Edmondson, Bates & Co., Ltd., Toronto.

ALD. RYDING extends his best wishes to all the electors of Ward Seven. In the future, as in the past, Ward Seven's public affairs will receive his constant care and consideration.

DR. CHAS. AKED BREAKS DOWN. LONDON, Jan. 1.—A despatch to The Daily Express, from Copenhagen says that Dr. Charles F. Aked, one of the Ford peace delegates, is at Stockholm suffering from a nervous collapse. The other special dispatches, however, do not mention Dr. Aked.

ANOTHER PAPER BANNED. OTTAWA, Dec. 21.—The New York Review, a New York German Sunday paper, has been prohibited circulation in Canada.

AMUSEMENTS

ALEXANDRA MATS. WED. AND SAT.

TONIGHT THE SPARKLING MUSICAL COMEDY SUCCESS

THE GIRL WHO SMILES

SOMETHING POSITIVELY NEW AND NOVEL BY PAUL HERVE AND JEAN BRIQUET. AUTHORS OF "ADELE," "ALMA," "THE MIDNIGHT GIRL." ENGLISH VERSION BY EDWARD FAULSTON.

PRONOUNCED BY THE PRESS AND PUBLIC A WORTHY SUCCESSOR TO "THE CHOCOLATE SOLDIER," "THE MERRY WIDOW," AND "ERMINIE."

DIRECT FROM 300 PERFORMANCES AT THE LONGACRE THEATRE, NEW YORK, AND COLONIAL THEATRE, BOSTON. LARGE BEAUTY CHORUS—AUGMENTED ORCHESTRA. PRICES: Evenings and Saturday Matinee, 50c to \$1.50. P.M. Matinee Wednesday—Best Seats \$1.00.

NEXT WEEK—SEATS THURSDAY

TWO IS COMPANY

By the authors of "The Girl Who Smiles," "Adele," "Alma" and "The Midnight Girl."

AMELIA STONE ARMAND KALISZ AND LARGE BEAUTY CHORUS—MAIL ORDERS NOW.

STAYS ALL THIS WEEK Beginning Today Massey Hall

PRICES: Night—Admission 25c Reserved, 50c, 75c and \$1. Boxes, \$1.50. Mats.—Admission 25c. Reserved, 50c, three rows, Balcony Front, \$1.

With Symphony Orchestra.

BLANCHE SWEET

in an extraordinary expose of the opium traffic.

"The Secret Sin"

Also Comedy, Educational and Science.

branch of the British Imperial Association. About two hundred children and their relatives were present, each juvenile receiving a present from the specially decorated tree. Musical selections were rendered and refreshments served. President Mrs. Frank Powell occupied the chair.

Harper, Customs broker, 39 West Wellington st., Corner Bay st.

WARD 2 WARD 2

Ald. BALL wishes to extend his thanks to the electors of Ward 2 for securing his re-election.

May the troubles of 1915 be forgotten in better things to be revealed in 1916.

Mayor-Elect T. L. CHURCH

desires to thank his many kind friends and supporters—one and all—for their very generous and whole-hearted support, and a further renewal of their confidence. He wishes them all a Prosperous and Happy New Year.

To the Electors of Toronto: For the splendid vote given me for re-election to the Board of Control I desire to express my gratitude. To the newspapers that supported me, to the many friends that assisted with their personal interest in my campaign, I offer hearty thanks. In making this public acknowledgment I can assure the people of Toronto that my efforts to serve their best interests will continue.

JOS. E. THOMPSON 395 Carlton Street.

THE BURLESQUE

BERT BAKER AND THE BON TONS WITH BABE LATOUR

MASSEY THURSDAY, JAN. 20

NEW YORK SOLOIST SYMPHONY ORCHESTRA

Walter Damrosch, Conductor. Reserved Seats Tickets on Sale at Massey Hall Monday, Jan. 10th, and \$1.00. Stairway Piano used.

THE BURLESQUE

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ASSUMES AIRS OF GENUINE EMPEROR

Yuan Shi Kai, of China, who has accepted the title of an emperor's crown prince, entered the palace in the yellow chair, set on the throne and announced as his imperial name at the new year's day given for Chinese officials, ready addressed as emperor.

MARINO'S GOOD WISHES.

Jan. 1, 8.30 p.m.—The captain of the Republic of San Marino, an independent state in the north of Italy, announced as his imperial name at the new year's day given for Chinese officials, ready addressed as emperor.

DEATH CLAIMED HIM AFTER HE CAST VOTE

After casting his ballot at the polling booth on New Year's Day Thomas Shields, aged 65, of 303 Jones avenue, was suddenly taken ill. He engaged a taxi to take him to his home. He was assigned to the door by the motor driver and expired within a few seconds after entering his house. A doctor was called and pronounced death due to heart failure. An inquest will be held at the morgue today.

THE BURLESQUE

THE BURLESQUE

THE BURLESQUE



HOCKEY Results Records

TORONTO MADE STRONG FINISH, BUT STILL LOST

Old Quebec Ahead Three Goals, But Only Won Out by One—Line Up, Penalties, Summary

Toronto lived up to their hard-earned record on Saturday evening and dropped the fixture to Quebec by a 4 to 3 score. Sure the locals had no particular license to win on their own turf...

Cameron was always the best man on the ice, but during the revival in the third period he was a star. Keats worked his way thru the whole Quebec defence...

Tommy Smith was there as large as life and looting as usual; he got a minor for it in the first period and thereafter did follow the rest of the team...

Line-Up and Summary: Quebec—Lesseur, Goal; Moran, Centre; McNamara, Defence; H. Munnery, Forward; Crawford, Maloney, Marking; Brennan, Montreal; Horner, Toronto.

First—Toronto—Marking for Skinner, Randall for Denny. Quebec—Marking for Crawford, McDonald for Smith, Ritchie for Hall, Crawford for Munnery.

RIVERSIDES LOSE AT SARNIA. SARNIA, Jan. 2.—The Toronto River-sides went down to defeat before Sarnia here last night in an exhibition game, 6 to 4. The ice was soft and the game very slow.

NEWMARKET BEAT AURORA. NEWMARKET, Jan. 1.—The Junior O. H. A. game played here this afternoon between Aurora and Newmarket resulted in a win for Newmarket by 10 goals to 8.

CHESLEY, Jan. 1.—The first Northern League hockey match of the season was played here today between Owen Sound and Chesley. The ice was soft and the playing rough.

W. G. GRACE LEAVES \$36,300. Doctor W. G. Grace, the famous cricketer, who died on Oct. 23, at the age of 67, left an estate valued at \$36,300.

BUFFALO, Jan. 2.—Ted Lewis, the English welterweight, and Willie (Knock-out) Brennan, boxed 10 fast rounds to a draw here yesterday.

HOCKEY SCORES

Table with columns for teams and scores. Includes Quebec vs Toronto (4-3), Ottawa vs Canadiens (4-0), etc.

Table with columns for teams and scores. Includes Chesley vs Owen Sound (4-0), Aurora Lee vs Sarnia (7-0), etc.

N. H. A. RECORD

Table showing N.H.A. records for various teams like Quebec, Ottawa, Toronto, etc.

Canadiens Spring Surprise on Ottawa

OTTAWA, Jan. 2.—Canadiens sprang the first big surprise of the season in the N.H.A. Saturday night when they defeated the champion Ottawa here by a score of 4 to 2.

OTTAWA, Jan. 2.—On a sloppy ice, before a handful of spectators, the Aurora Lee team of Toronto and the Brantford Internationals opened up the local hockey season on Saturday afternoon in a fast game of the century.

ALL-STARS DEFAULTED.

CORNWALL, Jan. 2.—The hockey world of Cornwall were disappointed in the All-Montreal team of the City League to fill their engagement with the local All-Montreal team in the evening.

STRATFORD JUNIORS WIN.

STRATFORD, Jan. 1.—The first O.H.A. junior game was played here this afternoon between Berlin Union, Berlin and Stratford Juniors, and resulted in a win for Stratford by 4 goals to 1.

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T.B.C. EXCURSION

BUFFALO \$2.70 Return Niagara Falls \$2.25 Return SATURDAY, JAN. 8TH VIA GRAND TRUNK RAILWAY

Tickets good to return Sunday or Monday. Tickets can be had at G. T. R. Ticket Offices or Hotel Ryan, 94 Church street, or Toronto Bowling Club, 68 Temperance street.

T. F. RYAN, Sec. Treas. Phone Main 2426 or Adelaide 3738. 1234

Annual Swimming Meet at Broadview

The annual swimming meet of the Broadview Y.M.C.A. was held in the natatorium on New Year's Day. It was a big success in every way.

First Heat—1. Eric Brown; 2. John Collier. Time 22.2 seconds. Second Heat—1. Alex. Strachan; 2. Winston Clark. Time 20.2 seconds.

CHICAGO, Jan. 1.—Baseball magnates will put Cincinnati on the map again next week when they visit Redville for a series of meetings that are expected to put the finishing touches on the peace program.

Settle Baseball Peace This Week in Redville

CHICAGO, Jan. 1.—Baseball magnates will put Cincinnati on the map again next week when they visit Redville for a series of meetings that are expected to put the finishing touches on the peace program.

Excellent Swimming Contests at Central

The Central Y.M.C.A. Swimming Club put on an excellent exhibition of all-round swimming at the big New Year's demon-stration at the Central Y.M.C.A. on Saturday afternoon.

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OLD COUNTRY SOCCER RECORDS

Table with columns for teams and records. Includes Burnley, Manchester, Stockport, etc.

Table with columns for teams and records. Includes Chelsea, Millwall, Brentford, etc.

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CENTRAL BASKETBALL TEAM BEAT HAMILTON

Visitors No Match for Local Five—Business Men Win Preliminary.

The feature of the Central Y.M.C.A. open house on New Year's Day was the big basketball game in the evening, when a picked team from the Central Y.M.C.A. defeated the Hamilton Central team.

When the referee blew his whistle for the big game the gym was packed. Hamilton started off with all signs of speed and style, and they were the first to score.

Central (46)—Lattimer (22) and Carrick (14); forwards: Roburn (2) centre; McLeod (2) and Smith (2) guards; Hamilton (22)—Baletyne (6) and Weir (2) forwards; McQueen (10) centre; Dobson (2) guards.

NEW YEAR'S ATHLETICS AT WEST END Y.M.C.A.

Hundreds found their way to the West End Y.M.C.A. on New Year's Day to witness the athletic sports and listen to the West End orchestra under the direction of Mr. Longworth.

In the morning the Old Boys tried their hand at indoor baseball, playing the best team in the city, namely the Federals of the West End League.

THE 126th Battalion claims the Garrison Amateur Boxing Championship at 105 lbs., 135 lbs., and 145 lbs. Its champions in these three classes will each meet one challenger.

THE JUNIORS HELD SWIMMING RACES. The juniors held swimming races in the swimming tank. The races were interesting and well conducted.

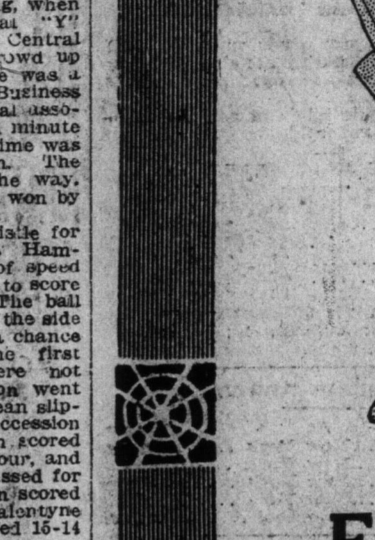
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DRY FEET FOR SOLDIERS

With These Waterproof Rubber Stockings



FOR THE TRENCHES, on parade or forced marches through snow, mud, etc., the comfortable rubber stockings illustrated are absolutely waterproof and will give almost endless wear.

Sturdily made of canvas-covered rubber, they lace up the sides, forming an invisible protection, worn over the stockings and under the boots and puttees.

Warm, comfortable, easy to put on and will fit any ordinary size foot. On sale today, per pair..... 2.25

TEATON CO LIMITED TORONTO CANADA

SPORTING NOTICES

NOTICES of any character relating to future events, where an admission fee is charged, are invited in the advertising columns at fifteen cents a line display (minimum 10 lines).

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ARENA HOCKEY

TUESDAY, JAN. 4 vs. 40th BATTERY

Senior O.H.A. Championship. Popular prices, 25c and 50c.

FOR 21 CENTS AND THIS COUPON THE KING

you can obtain from The World this splendid Photo-Lithographic Reproduction of THE KING

Life-saving race—1, McClelland; 2, Kenned; 3, Kettlewell.

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White Horse Scotch Whisky advertisement with image of a bottle and text: 'Superb in Flavor—Smooth in Body—Most Delicious Bouquet'.

\$1,000.00 Reward advertisement for Lord Tennyson cigar. Text: 'will be paid to anyone proving the Lord Tennyson Cigar not to contain a high-grade, all-Havana filler.' S. DAVIS & SONS, LIMITED.

ARENA HOCKEY advertisement for Tuesday, Jan. 4 vs. 40th Battery. Includes details about the Senior O.H.A. Championship and a coupon for 'THE KING'.







# HEAVY ENGAGEMENT RAGES ALONG DARDANELLES FRONT

### Land and Sea Forces Attack Turkish Positions With Bombs and Heavy Artillery, Assisted by Guns of Warships, Constantinople Reports.

CONSTANTINOPLE, Jan. 1, via Amsterdam and London, Jan. 2, 9 p.m.—Heavy fighting continues along the Dardanelles front still held by the allies. An engagement in which the land and sea forces of the invaders took part, is reported by the war office, in the following statement:

"Near Seddul Bahr, on the night of Dec. 30-31, there was active bomb fighting. On our right wing and in the centre violent fighting with artillery and bombs lasted until morning. On the afternoon of Dec. 31 we ex-

ploded two mines on our right wing. The enemy's artillery, assisted by two cruisers, bombarded our trenches in the centre of our front. We replied effectively.

"Our batteries at the Narrows bombarded the landing place at Seddul Bahr and the neighboring camp. The French battleship Suffren, assisted by five torpedo boats, replied unsuccessfully.

"Our aeroplanes attacked and repulsed a hostile aeroplane, which was making a reconnaissance."

**A Line o' Cheer Each Day o' the Year**  
By John Kendrick Bangs.  
POSSESSION FIRST.

(Copyright, 1916.)

What you have not  
You can't be happy,  
No matter what  
Of joy or woe.  
So if you'd  
Be a count of light  
Your mind hold free  
Of thoughts of night.  
And if of cheer  
You'd be the source  
You'd better steer  
The sunny course.

**TORONTO TRAINING CENTRE FOR COUNTIES**

Outside Officers, N. C. O.'s and Men Will Receive Instructions.

**SPECIALISTS' LECTURES**

Big New Year's Dinner Served at Exhibition Camp on Holiday.

Toronto is to be made into a special military training centre for all the counties in this division, according to new orders just issued at Exhibition Camp Headquarters. Instruction is to be given to selected officers, N.C.O.s and privates, who, after training are in turn to be made special instructors for their respective battalions. The courses will include field engineering, signalling, musketry and "bombing."

Twenty of the overseas units of No. 2 Military Division will each send one officer and two N.C.O.'s to Exhibition Camp for the signalling course. The 120th Battalion, Hamilton, will send men to Toronto for the "bombing" course.

Capt. E. L. Buchanan, of the 75th Overseas Battalion, who was invalided home on account of being severely injured by the German gas at Langemarck, has just been promoted to the rank of major.

Lieut. J. C. Boylen, of the 12th Yorks, has been appointed paymaster of the 127th Overseas Battalion, with rank of captain in the C.E.F. Lieut. H. C. Campbell, of the 12th Yorks, has been appointed quartermaster of the 127th Battalion, also with rank of captain. Sergt. J. W. Ross, of the Q. O. R., has been taken on the strength of the camp as an instructor in "bombing."

Approval of the appointment of the following officers to the 42nd Depot Field Battery, C.F.A., is announced: To be captain: Lieut. H. H. Lawson, of munition column, and Brigadier, C.E.F. To be lieutenants: Prov. Lieut. C. L. Waterous, 32nd Battery; R. L. Olmsted, 7th Battery; J. R. Somers, 8th Battery.

Two thousand troops at Exhibition Camp received the same lavish hospitality from the Y.M.C.A. on New Year's Day as was extended to 1200 of their comrades who were in camp at Christmas. Three hundred and fifty-four ladies, including Mrs. Hearst, wife of the premier of Ontario, aided in serving the big New Year's dinner. Special talent, in plays, gave a continuous entertainment at the camp from mid-day until late evening. These included Miss Gertrude Drummond, elocutionist; Miss Jean Tutill, Miss Kathleen and Dorothy Reid, Frank Armitage, Springfield, Mass., singer; Wm. Jones, champion checker player of Western Canada, played a simultaneous game with twelve of the best soldier checker players.

Thirty-five more men for the 97th American Legion arrived at Exhibition Camp from Calgary, yesterday afternoon, including the men enrolled for the "97th" in Winnipeg and other centres the "Legion" is already 631 strong.

Enlistments for active service totaled 618 last week. It was a good recruiting week as the above figures only show the number actually "sworn in." The number offering themselves probably totaled about 900 men. On Saturday 21 men were attested.

One of the most enjoyable festivities of the holiday season was the New Year's banquet of the 32nd Overseas Highland Battalion, held in Riverside Barracks, and arranged by Capt. Tom H. Banton. Among those attending the function was Lieut.-Col. Chisholm, the commander of the battalion. A company of the 32nd held a special dinner at the Russell Hotel during the holiday week.

**ATTACKS OF AUSTRIANS REPULSED BY ITALIANS**

Prisoners Taken and Munitions Seized by Detachments in Carso Zone.

ROME, Jan. 2, 2:15 a.m.—The Italian war office has issued the following official communication:

"Last night small enemy attacks were repulsed near Mori Val Lagarina and on the Col di Lana on the slopes of the Rambon in the Plezzo Plateau region."

"In the Carso zone our detachments took prisoners and munitions. Hostile aeroplanes yesterday dropped bombs on Marco Val Lagarina on the Strigno and Ergo Val Suzana, but without damage."

# KNIGHTHOOD AWARDED TO WILLIAM DUFF REID

### Prominent Canadian and Newfoundland Railway Builder Honored by King.

MONTREAL, Jan. 2.—A cable despatch from St. John's, Nfld., to The Montreal Daily Mail announces that William Duff Reid, president of the Reid Newfoundland Company, was created a knight in the New Year's honors. The order to which Mr. Reid was appointed is not stated in the despatch.

William Duff Reid is a son of the late Sir Robert Gillespie Reid, a distinguished railway contractor, promoter and owner, and president of the Reid Newfoundland Company. He was born in Australia, and with his parents in 1871. He was associated with his father in constructing part of the Lake Superior section of the Canadian Pacific Railway, and also in building the C.P.R. bridge over the St. Lawrence River at Lachine. He constructed on his own account the Algoma branch of the C.P.R. and the branch of the Intercolonial Railway from Hawkesbury to Grand Narrows, Cape Breton. He was later associated with his father in the construction of the Reid-Newfoundland Railway. After his father's death, in 1908, he became president of this railway company.

**FACTORY BURNED AT QUEBEC.**

QUEBEC, Jan. 2.—The building of the Rocks-Hoe Manufacturing Company, Limited, was destroyed by fire last night. The blaze started in the boiler room and had gained considerable headway before it was discovered. The loss is estimated at \$75,000, with insurance of \$32,000.

# APPEAL WON TWENTY RECRUITS FROM CROWD

### Lieut. J. B. Price Adopted Novel Plan at Loew's Theatre Meeting.

HE CLASSIFIED AUDIENCE

Then When Final Appeal Came, There Was a Strong Response.

Twenty volunteers went on the platform in response to appeals made at the American Legion recruiting rally in Loew's Theatre on Sunday afternoon. Capt. A. B. Minard, president of the American Club, was chairman. He explained that Americans in Canada need have no fear of losing their United States citizenship thru enlisting with the C. E. F. This was set forth in a circular, "No. 54—1,008, 431," issued by the state department at Washington.

The feature of the rally was a call by Lieut. J. B. Price to various portions of the audience to rise in turn, including men over military age, women who "realized the seriousness of the situation," the soldiers in khaki, volunteers who had been rejected by doctors, and lastly eligible men willing to enlist. It was significant that a good proportion of the young men stood up in the last two classes.

Lieut.-Col. Vaux Chadwick announced good progress with the 124th

# Farms for Sale. CHANCE OF A LIFETIME

40 ACRES, close to Lakeland, South Florida, thirty acres planted to oranges and grapefruit, balance good saracen land; large house, with two baths, three toilets and four fire places, completely furnished. Six-room bungalow with bath, five-room bungalow with bath, three-room bungalow. Running hard and soft water; two gasoline engines, gas plant, stable with mules, horses, etc., garage for two cars, finest poultry plant in Florida, with incubators, brooders, etc.; implements, wagons, etc., all included. If you want the best at less than half cost get particulars. Florida Canadian Farms Co., 502-T Temple Building, Toronto. ed7f

FLORIDA offers you a chance to make money and live in the best climate in the world, but you must get the right locality. Write or call for full information. Florida Canadian Farms Company, Temple Building, Toronto. ed

# Properties For Sale. 5 ACRES AND HOUSE BATHURST STREET

WITHIN few minutes' walk of electric car line; high, dry, level, choice garden soil; no restrictions, four-roomed house; terms \$100 down, balance on small monthly or quarterly payments. Office hours 9 to 5. Stephens & Co., 136 Victoria street, Main 5884.

**Farms For Sale**

AT GEORGETOWN, Brampton, Milton, Streetsville, Meadowville, Rutonville, Acton and Campbellville, Orangeville, Erin, Grand Valley—239 farms for sale; land cheap and good; get back on the farm, the surest and best place for a living just now. If interested, write for catalogue to J. A. Willoughby, Georgetown, Ont. 11f

50 ACRES—Choice 50 acres, 7 miles from city, good buildings, with hay, grain, implements and stock. Everything ready to go right ahead farming. Come and see this at once. Immediate possession. Only \$5000. Or will sell farm without stock and implements. Will take city property in part payment. L. Braund, 105 Dalhousie street, Brantford, Ont. Phone: Office 1332, residence 1309. Open Wednesday and Saturday evenings.

**STOCK AND GRAIN FARM** of one hundred and sixty-five acres, seven miles from Burlington, with good brick house, large basement barn, stone pig pen, large house, poultry house, and other outbuildings; good orchard with the best fruit; farm is watered with spring creek; there is a quantity of good timber; land clay loam, and very productive; eighteen acres wheat, twenty acres fall plowing, about forty acres seeded; subject to a mortgage of eighty-five hundred dollars; price fourteen thousand five hundred dollars. For further particulars apply W. E. Day, 225 Colborne street, Brantford, Ontario. Bell phone 1281. 11f

ing handsome dividends, Florida is the leading producer.

# Help Wanted. HORSESHOER—Good floor man. Apply Sam Green, Tadmorden.

WANTED—Draftsman for locomotive works, 15, Charlottenburgh, Kingston, Ont.

WANTED—Sheet metal die makers, litho hands and machinists, Dominion Forge & Stamping Co., Walkerton, Ont. ed7

WANTED—First-class lathe, boring mill and planer hands, toolmakers. Good wages, steady work. Canadian Work-Inghouse Company, Limited, Hamilton, Ontario. ed

**Teachers Wanted**

WANTED FOR SEPARATE School No. 15, Charlottenburgh, graded, two qualified teachers. Salary, \$500 per first term and \$400 per second term. Duties commence Jan. 3, 1916. A. A. MACDONELL, Secretary-treasurer. St. Raphael's, Ont. 561

TEACHER WANTED for school section No. 12, Caldwell, with sector classes, capable; professional; salary \$600; duties to commence February 1st, 1916. Apply to S. M. Wilson, sec.-treas., Credit Forks, Ont. 607

**Personal**

TWO young ladies wish to meet two respectable men; view of marriage; widowers not objected to. Box 29, Toronto World, Hamilton.

**Massage**

MASSAGE—Eccentric, Osteopathic Treatment, by trained nurse, 115 York, North 6277.

MASSAGE—Steam baths for nervousness, Rheumatism, etc. Mrs. Ward, 25 Bond street.

MASSAGE, Baths, Superfluous Hair removed, 27 Irwin Avenue, North 4723. Mrs. Colbran. ed7

MASSAGE and Electrical Treatment, baths, expert massage, 7 Alexander street, North 6834. ed7

VIBRATORY MASSAGE and baths, 49 Bloor West, Apt. 10. ed7

**Dancing**

DANCING—Palais Royal Dancing Academy, Yonge and Gerrard streets; beginners' classes (forming); assembly Wednesday and Saturday evenings; excellent music. Prof. Early. ed7

S. T. SMITH'S private schools, Riverside and Yorkdale, Telephone for prospectus, Gerrard 3587. ed7

**Dentistry**

H. A. GALLOWAY, Dentist, over Imperial Bank, Yonge and Queen. Specialty, crowns and bridges. Main 4934. ed7

PAINLESS Extraction of teeth specialized. Dr. A. H. Kent, Yonge, over Sellers-Gough. Lady attendant. ed7

**Live Birds**

HOPE'S—Canada's Leader and Greatest Store, 109 Queen Street West, Phone Adelaide 2573. ed7

**Patents and Legal**

H. J. S. DENNISON, solicitor, Canada, United States, foreign patents, etc. 15 West King street, Toronto. ed7

**Building Material**

LIME, CEMENT, etc.—Crushed stone for curbs, yards, bins, or delivered; best quality; lowest prices; prompt service. The Contractors' Supply Company, Limited, Junction 4066, Main 4224, Hillcrest 870, Junction 4147. ed7

**Herbalists**

O cure neuralgia, asthma, bronchitis, pneumonia, shortness of breath, take Alver's Nerve Tonic Capsules. City Hall Drug Store; trial boxes, 501 Sherbourne street, Toronto.

BLACK'S Asthma and Hay Fever Cure, 525 Queen West.

**Marriage Licenses**

LICENSES AND WEDDING RINGS at George E. Holt, Updown Jeweler, 778 Yonge street. 188

**Rooms and Board**

COMFORTABLE Private Hotel, Inglewood, 295 Jarvis street; central; heating phone. ed7

**Medical**

DR. ELLIOTT, Specialist, private diseases. Day when cured. Consultation free. 81 Queen street east. ed7

**Patents and Legal**

FETHERSTONHAUGH & CO., head offices Royal Bank Building, Toronto. Invents and attorneys. Patent, mechanical pointers. Practice before patent office and courts.

**Cartage and Storage**

EXPERT moving, packing and shipping. Princes Storage & Cartage Co., Ltd., 222 College. Phone College 386. ed7

**Contractors**

J. D. YOUNG & SON, Carpenters and Building Contractors. Jobbing, 180 Rushton road. ed7

**Legal Cards**

RYCKMAN & MACKENZIE, Barristers, Solicitors, Sterling Bank Chambers, corner King and Bay streets. ed7

**Coal and Wood**

BUY Murray Mine Coal now, \$7.50 per ton. Jacques, Davy Co. M.V. 851. 135

**House Moving**

HOUSE MOVING and Raising Done, J. Nelson, 115 Jarvis street. ed7

**Chiropactors**

DR. DOXSEE, Rylie Building, Yonge, corner Shuter. Telephone appointment. Lady attendant. X-ray equipment. ed7

**Palmistry**

KATHERINE PEAK, 214 Victoria street, above Shuter. Both hands read this week, 25c. Note-writer. Send for my book. Teaches palmistry in one lesson. 25c. Hours, 9 to 9. ed7

MRS. HOWELL, Psychic Palmist. Occult books lent, 416 Church. ed7

**Apartments**

WE specialize in renting rooms, apartments and houses. Thomson & Co., 407 Yonge. Main 438. ed7

**Motor Cars For Sale**

BREAKEY SELLS THEM—Reliable used cars and trucks, all types. Sales Market, 248 Church St. ed7

# THE AWFUL TRAGEDY OF WAR!

Has Paralyzed Industries—Delayed Consignments and Dislocated the Entire Commerce of the World.

## Six Days' Sensational Overcoat Sale!

The lines at the top tell the story in brief. Long before the war started, Old Country mills were weaving woollens for us. The war came, and a few months sufficed to paralyze industries. The great mills in Britain ceased to operate—thousands of looms were silent—then suddenly, as the sky cleared, the machinery started, and for months now the looms that weave the famous Scotland Woolen Mills fabrics have operated day and night to catch up. The result has been a congestion of materials—woolens we should have had months ago are filling every vacant space. Not a foot of our warehouse that is not occupied. Now we have thousands of yards—hundreds of huge bales and bolts of cloth that comprise the finest Overcoatings ever woven. Beautiful blending of color-effects—superior qualities. The very cream of materials. Overcoatings that cannot be duplicated under \$30 and \$35 are here for you now at only \$15.

On Monday morning, then, we start the most sensational Overcoating-to-measure sale this city has ever seen. It will last for just six days—no longer—no less. During those six days you can come in and pick from any pattern, any weave—and there will be but the one price—FIFTEEN DOLLARS.

### Any O'Coat to Measure...

Meltons, Beavers, Scotches, Tweeds, Friezes.

Newest Materials—Newest Colorings  
Newest Styles.

Every garment made strictly to measure—in  
Our Own Big Sanitary Tailor Shops.

# Scotland Woolen Mills Co. LIMITED

YONGE STREET ARCADE BUILDING

NO MORE 15 NO LESS

The head store and tailoring plant are at Toronto. Branches at Hamilton, Brantford, Woodstock, St. Catharines, London, Berlin, Guelph, Chatham, Midland, Collingwood, Windsor, Sudbury, Sault Ste. Marie, Fort William, North Bay, Winnipeg, Brandon, Moose Jaw, Medicine Hat, Swift Current, Edmonton, Oshawa, Cobourg, Port Hope, Acton West, Brighton, Belleville, Campbellford, Peterboro, Kingston, Ottawa, Detroit, Mich., Akron, Ohio; Youngstown, Ohio, and Havana, Cuba.

**EDITORIAL**

We ask all our old friends and new customers to come and bring their friends and neighbors to this opening of what, we fully expect, will be one of our greatest merchandizing efforts. We invite your judgment, and you will find that everything will be just as represented, or, if you have a single complaint, I would like to personally interest myself. We know that most people would rather do business with a concern where the spirit of service rules. And that is what we aim to cultivate here. Wishing all a prosperous New Year.

*Pidson Miller*

STE  
Liverpool  
Jamaica  
A. F.  
CANADI  
BOB  
OCEAN  
LIMIT  
Montre  
MARTIN  
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Main 429



Help Wanted. Draughtsman for locomotive... Sheet metal die makers... First-class lathe, boring mill...

Teachers Wanted. FOR SEPARATE No. 15, Charlotteburg... WANTED for school section...

Personal. Ladies wish to meet two men... Bath, Superfluous Hair...

Massage. Electrical, Osteopathic Treatment... Steam baths for nervousness...

Dancing. Palais Royal Dancing Academy... H's private schools, Riverdale...

Dentistry. LUWAY, Dentist, over Irwin... Extraction of teeth, aching...

Patents and Legal. DENNISON, solicitor, Canada... Building Material. WENT, etc.—Crushed stone...

Herbalists. heart failure, asthma, bronchitis... Medical. D.T. Specialist, private dis...

Rooms and Board. ABLE (Private) Hotel, Ingle... Marriage Licenses. AND WEDDING RINGS...

Medical. D.T. Specialist, private dis... Patents and Legal. TUNHAUGH & CO., head of...

Legal Cards. & MACKENZIE, Barristers... Coal and Wood. ay Mine Coal now, \$7.50...

House Moving. Oving and Raising Done... Contractors. NG & SON, Carpenters...

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Legal Cards. & MACKENZIE, Barristers... Coal and Wood. ay Mine Coal now, \$7.50...

House Moving. Oving and Raising Done... Contractors. NG & SON, Carpenters...

Next Year Calendar. Perhaps I'll take out a policy next year... Your life is just as uncertain during this year...

Perhaps I'll take out a policy next year... Your life is just as uncertain during this year...

In one case the man put the matter off-to-day his widow is almost penniless... The other man purchased a policy—paid only one premium...

THE IMPERIAL LIFE Assurance Company of Canada HEAD OFFICE TORONTO

Passenger Traffic. Passenger Traffic. BUTTER ALSO A SLOW SALE, ALTHOUGH QUANTITY OFFERED WAS LIMITED.

Florida. WHY NOT FLORIDA FOR YOUR WINTER TOUR? THE ATTRactions ARE UNSURPASSED. BEAUTIFUL PALM TREES—WARM SEA BATHING—ORANGE AND BANANA GROVES...

Excursions. \$26.00 and up. New York to Bermuda and return... National Steam Navigation Co., Ltd., of Greece.

Melville-Davis Steamship Touring Co., Ltd. HOLLAND-AMERICA LINE. NEW YORK—LONDON (Via Falmouth).

FRENCH LINE. Compagnie Generale Transatlantique. Saillings From N.Y. to Bordeaux.

SYNOPSIS OF CANADIAN NORTH-WEST LAND REGULATIONS. The Government of Canada, by and with the consent of the Senate...

THE FIND OF PLATINUM HAS STIRRED NORTH. News of Discovery Creates Excitement in Matheson and Munro Townships. MATHESON, Jan. 1.—There is considerable excitement here and in the Munro Township following the announcement of the discovery of platinum...

DECREASE IN ORE AT MCKINLEY EXPECTED. Not Much Ore in Sight—No New Veins Have Been Found. It is probable that the tonnage in sight at the McKinley-Darragh and Savage Mines in the next several months will be less than last year...

NEW YEAR'S MARKET LIGHTER THAN USUAL. Demand for Poultry Kept Prices Firm—Eggs Dropped Slightly. The New Year's market on the St. Lawrence was considerably lighter than we have been having lately...

BUSINESS DOUBLED IN MINING STOCKS. Total transactions in mining stocks at the Standard Stock Exchange for 1915 were more than double those of 1914.

LIST OF WEEK'S KILLINGS AT CIVIC ABATTOIR. From Dec. 25 to Dec. 31, 1915. Total number of cattle killed by owners...

ADANAC SHOWING UP SPLENDID ORE VALUES. Some splendid ore is being mined from the 200-foot level at the Adanac property, according to the Cobalt Nugget...

10 to 80% Advance on Oil Stock, Jan. 14. This stock is speculative, but backed by sufficient strength to continue operations until we hit it rich.

THE UNCLE SAM OIL CO. (Address all letters to the Company) KANSAS CITY, KANSAS. NOTICE TO CREDITORS—In the Matter of the Estate of John Albert Masterson, Late of the City of Toronto, Printer, Deceased.

THE CANADIAN BANK OF COMMERCE. SIR EDMUND WALKER, C.V.O., LL.D., D.C.L., President. JOHN AIRD, General Manager. H. V. F. JONES, Asst. General Manager. CAPITAL, \$15,000,000 RESERVE FUND, \$13,500,000.

SAVINGS BANK ACCOUNTS. Interest at the current rate is allowed on all deposits of \$1 and upwards. Careful attention is given to every account.

HERON & CO. Members Toronto Stock Exchange. Have REMOVED to 4 Colborne Street (Ground Floor—Traders Bank Building).

GIFFORD. Something of vital importance is rapidly transpiring in this Company. If you would know exactly what this is, write for my MARKET LETTER.

HAMILTON B. WILLS. (Member Standard Stock Exchange). Phone M. 3172. ROYAL BANK BLDG. Private wires connecting all markets.

PORCUPINE. 980 acres of well-located, valuable mining ground for \$30,000. Patented ground, 1100 acres, already developed.

TECK-HUGHES APEX MONETA. Write for information on above stocks. LOUIS J. WEST & CO.

J. T. EASTWOOD. (Member Standard Stock Exchange). We recommend the purchase of SCHUMACHER.

G. O. MERSON & CO. Chartered Accountants, 10 KING ST. WEST. Phone Main 7014.

J. P. CANNON & CO. (Member Standard Stock Exchange). Stocks and Bonds Bought and Sold on Commission.

DOMESTIC EXTENSION. There will soon be a big advance in this issue. Write for information. ROBERT E. KEMERER.

THE TORONTO, NIAGARA AND WESTERN RAILWAY COMPANY. Notice is hereby given that the Canadian Northern Railway Company will apply to the Parliament of Canada...

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**Store Hours:**  
8.30 a.m. to  
5.30 p.m.

# THE ROBERT SIMPSON COMPANY LIMITED

**CLUB BREAKFAST**  
READY AT 8.30 A.M.  
Orange Slices or Half Grape Fruit  
Cereal with Cream.  
Plain Omelet or Small Sirloin Steak  
Toast, Dry or Buttered, or Roll.  
Pot of Tea or Coffee, with Cream.  
25c.

## THE MIDWINTER SALE BEGINS TODAY

This is the first and, from a woman's standpoint, the most important sale of all the glad new year! Christmas cheques are focussed, as it were, on this sale with the assurance that a maximum of value will be received—and this was never more true than of the sale which starts here this morning.

Besides the general clearances throughout the store, particular emphasis for the opening day is laid upon the hundreds of new lingerie styles on the Third Floor.

## Homefurnishings in the Midwinter Sale

### Great Values in Linoleums

A late shipment of English and Scotch Linoleum, both printed and inlaid. We have never before been able to offer such a variety of designs in all the various makes at equal prices.

#### SCOTCH INLAID LINOLEUM.

In an excellent range of designs and colors for halls, kitchens, dining-rooms; all new and perfect goods, in Oriental, floral, tile, and block effects. Square yard, \$1.00, \$1.25 and \$1.45.

#### IMPORTED PRINTED LINOLEUM, 50c AND 55c PER SQUARE YARD.

Many patterns for kitchens, bedrooms, etc., floral, tile, matting, hardwood effects; all well seasoned. Square yard, 50c and 55c.

#### DOMESTIC PRINTED LINOLEUM, 45c.

Designs and colors for any room, hall, or kitchen; tile, block, matting, and hardwood effects; two yards wide only. Square yard, 45c.

#### PASSAGE LINOLEUM.

Plain brown centre, with Grecian key border. Monday, 18 inches wide, 30c per yard.

22½ inches wide, 35c per yard.  
27 inches wide, 40c per yard.  
36 inches wide, 50c per yard.

#### STAIR AND PASSAGE OIL CLOTH.

A good range of patterns, two qualities, in the following widths:

Canvas back, 18 inches wide. Monday, 16c per yard.  
Canvas back, 22½ inches wide. Monday, 20c per yard.  
Painted back, 18 inches wide. Monday, 20c per yard.  
Painted back, 22½ inches wide. Monday, 23c per yard.  
Painted back, 27 inches wide. Monday, 27c per yard.

### Fitted Bedsteads

BRASS BED, SPRING AND MATTRESS, \$22.50.

Brass Bed has 2-inch posts and top rails, heavy ball corners.

Spring, steel tubing frame, springs are woven steel coil wire, with steel rope edge, reinforced and fully guaranteed.

Mattress, filled with all pure cotton felt, neatly tufted, with roll-stitched edges.

The above brass bed, spring, and mattress, complete, all standard sizes. Regularly \$39.50. Monday, \$22.50.

#### BRASS BED, SPRING AND MATTRESS, \$28.45.

Brass Bed, massive design, has 2-inch posts and top rails, heavy uprights, and neatly designed mounts; satin, bright, or polette finishes.

Spring, steel tube frame and woven steel coil wire springs, well supported by steel bands.

Mattress, well filled with cotton felt, has roll-stitched edges, well tufted, and covered in fine art ticking.

The above brass bed, spring and mattress complete, all standard sizes. Regularly \$45.75. Monday, \$28.45.

#### BRASS TRIMMED IRON BED, SPRING AND MATTRESS, \$8.85.

Bed, brass top rails, caps and uprights, standard sizes.

Spring, steel frame, strong woven steel wire, supported by steel bands, standard sizes.

Mattress, well filled with pure sanitary seagrass, heavy layer of jute felt at both sides, standard sizes. Regularly \$11.00. Monday, \$8.85.

#### PILLOWS.

Well filled with mixed feathers. Regularly \$1.35. Monday, pair, 95c.

Pillows, extra well filled with all pure feathers. Monday, pair, \$2.95.

Extension Couch Bed, angle steel frame, springs are woven steel wire, suspended by helical springs at both ends. Mattress is well covered in green denim, with valance; easily extended to a full-size bed. Regularly \$9.75. Monday, \$6.95.

## These Special Items in UNDERWEAR ON SALE TODAY

Nightdresses, fine white cotton, slip-over style, V-shaped yoke of handsome embroidery, lace edges on neck and arms, silk draw ribbon; lengths 56, 58, 60 inches. Regular 75c. Monday, special, 50c.

Underskirt, fine white nainsook, flounce formed of five rows insertion and row of edging of lovely val. lace, val. lace beading run with wide silk ribbon, lawn dust ruffle; lengths 36, 38, 40, 42 inches. Regular \$2.75. Monday, special, \$2.00.

Women's Nightdresses, white nainsook, slip-over empire style, neck, yoke and sleeves finished with embroidery insertion or edging run with silk ribbon; lengths 56, 58, 60 inches. Regular \$1.75. Monday, special, \$1.19.

Women's Corset Covers, finest white nainsook, yoke and short sleeves, have exquisite embroidery and val. lace insertions, val. lace beading and edging on neck, arms and front, embroidery beading run with silk ribbon around waist, silk draw ribbon in neck; sizes 34 to 44 bust. Regular \$1.50. Monday, special, \$1.00.

Women's Vests, Swiss ribbed, fine pure white wool, high neck, long sleeves, buttoned front; sizes 34 to 40 bust. Regular 75c. Monday, special, 47c.

Women's Nightdresses, finest nainsook, high neck style, yoke finished with dainty embroidery and fine val. lace insertions, neck and sleeves have val. lace beading and edges, silk draw ribbons in sleeves and neck; lengths 56, 58, 60 inches. Regular \$2.50. Monday, special, \$1.75.

Women's Underskirts, fine white nainsook, deep ruffled flounce of pretty embroidery, lawn dust ruffle, lengths 36 to 42 inches. Regular \$1.75. Monday, special, \$1.25.

Princess Slips, fine nainsook, buttoned front, exquisite embroidery edging on neck and arms, silk draw ribbon in neck, beautiful embroidery flounce run with wide silk ribbon; sizes 34 to 42 bust. Regular \$2.75. Monday, special, \$2.00.

Women's Combinations, envelope style, fine white nainsook, beautiful embroidery run with wide silk ribbon in yoke, val. lace beadings and edges, wide val. lace edge on skirt; sizes 34 to 42 bust. Regular \$1.75. Monday, special, \$1.25.

Corset Covers, fine nainsook, yoke of very wide lovely embroidery, insertion run with silk ribbon, two rows of val. lace insertion, val. lace beading and edges, silk draw ribbon; sizes 34 to 42 bust. Regular 75c. Monday, special, 50c.

180 Only Pairs Women's Corsets, in a lovely brocade cloth, medium bust, long hips and back, deep unboned skirt, finest rustproof double boning throughout, four wide garters, rubber hose buttons, two skirt hooks, bust draw cord, novelty silk trim; sizes 19 to 26 inches. Regular \$3.00. Monday, special, \$1.39.

No phone or mail orders for these.



## MIDWINTER PRICES FOR MEN

### Swagger Blue Suits for Young Men

Close-fitting, single-breasted, two-button sack coats, with soft-roll lapels; vest is cut, single-breasted, with collar; cuff trousers; made from fine twill worsted, indigo guaranteed blue; sizes 36 to 42. Price \$21.00.

\$2.00 TWEED TROUSERS AT \$1.49.

English tweed, in brown and gray; sizes 32 to 42. To clear, \$1.49.

ENGLISH WORSTED TROUSERS AT \$2.25.

Gray, with stripe pattern; sizes 33 to 42. Monday, \$2.25.

BETTER QUALITY TROUSERS AT \$5.50.

Of English worsted trousering; sizes 32 to 44. Monday, \$5.50.

#### BOYS' BLUE CHINCHILLA OVERCOATS.

Regular \$10.00 and \$12.00, for \$6.95.

82 Well-Tailored, Imported Chinchilla Overcoats, in navy blue, full-cut double-breasted models, with wide convertible collars, belted back, and gray tweed and satin linings; sizes 29 to 33 only. Mid-Winter Sale, Monday, \$6.95.

BOYS' RUSSIAN OVERCOATS, \$3.95.

100 Double-Breasted Winter Overcoats, for boys of 3 to 9 years; collar buttons up to chin, and all-around belt at waist; gray or tan cheviot tweeds; sizes 21 to 27. Mid-Winter Sale, Monday, \$3.95.

### Men's Tweed Caps

Fine gray, brown, and fancy pattern tweeds; also fine navy blue cloth; pull-down ear bands, fur lined. Monday, 49c.

Men's Fur Caps, driver style, with adjustable peaks, and sliding bands, in electric seal, well lined and finished, \$4.00.

#### 10 MEN'S FUR COATS.

Black Astrachan lamb, strong, durable skins, and a glossy even curl, well lined. Regular price \$50.00. Monday, \$42.00.

### Men's Collars 5 Cents

Men's High-Grade Imported Collars, in extra fine quality linen, all guaranteed first quality stock; they come in the following styles: Double band, close-fitting, wings and dress bands. Regular 20c each. Monday, special, 5c.

#### STOUT MEN'S WHITE SHIRT SPECIAL.

The lot consists of White Laundered and Full Dress Shirts, also short bosom, made open front or closed front and open back; cuffs attached or bands. Domestic or imported stock; some are slightly soiled. In sizes 16½, 17, 17½ and 18. Regular \$1.25, \$1.50 and \$2.00. Monday, 59c.



WEDGWOOD'S BLUE WILLOW DINNER SET, \$9.95.

Perfectly modelled, brilliant, clear overglaze; 97 pieces. Regular \$15.00. Monday, \$9.95.

\$17.50 White and Gold Dinner Set \$10.75. Quarter-inch plain gold band, gold handles, Wedgwood & Co.'s English ware 97 pieces. Monday, \$10.75.

\$15.00 "Johnson Bros." Dinner Set \$9.95; 15 sets only, English semi-porcelain 97 pieces. Regular \$15.00. Monday, \$9.95.

\$12.00 English Set, \$6.95. Deep blue floral border; 97 pieces. Monday, \$6.95.

\$25.00 Booth's Silicon China Set \$19.50. Blue and gold band; 95 pieces. Monday, \$19.50.

\$25.00 Limoges China at \$19.50. Ahrenfeldt Limoges china; moss rose border 98 pieces. Monday, \$19.50.

## Monday Basement Sale of Hardware

Clothes Wringers, enclosed cogs, ball bearings, 11-inch warranted rubber rolls. Regular \$5.00. Monday, \$3.95.

Clothes Horses, three folds, 4 feet high, Monday, 39c; 5 feet high, Monday, 59c.



Fibre Wash Tubs, extra large size, regular \$1.40, Monday, \$1.10; large size, regular \$1.25, Monday, 95c; medium size, regular \$1.00, Monday, 85c; small size, regular 90c, Monday, 75c.

Step Ladders, strong and well made, with rail rest; 4-ft. size, Monday, 59c; 5-ft. size, Monday, 75c; 6-ft. size, Monday, 89c.

Towel Arms, to attach to wall, lets down when not required; 6 arms, Monday, 15c; larger size, with 8 arms, 25c.

Ironing Tables, folds up when not in use. Regular \$1.75. Monday, \$1.25.

Ironing Boards, size 12 x 60 inches. Monday, 39c.

O'Cedar Polish Mops, triangular, complete with handle, 75c.

Potts' Sad Irons, set of 3 irons, stand and handle, nickel-plated finish. Regular \$1.00. Monday, 89c.

Brush Floor Brooms, 14 inches long, with handle, good fibre, well made. Regular \$1.00. Monday, 69c.

Bread Boxes, gray japanned finish, round corners; size 13 x 9½ x 7 inches. Regular 60c. Monday, 45c.

Copper Bottom Wash Boilers, size 8 or 9. Regular \$1.45 and \$1.50. Monday, 98c.

Putz Cream Metal Polish, ½ pint can, Monday, 19c.

Silva Putz Silver Polish, 8-oz. bottle, Monday, 19c.

Royal Floor Wax, 1-lb. can, Monday, 39c.

#### DUSTLESS ASH SIFTER.

Galvanized iron, rotary sift only. Monday, \$1.95.

Barrel only, \$2.00.  
50c AND 60c ENAMELWARE AT 39c.

Tea and Coffee Pots, white and blue Double Boilers, gray enamel; Covered Roasters, gray enamel; Large White Mixing Bowls; Covered Straight Sauce Pans; Preserving Kettles, white enamel. Monday 39c.

Whisks, with long or short handles. Regular 25c and 30c. Monday, 19c.

Furnace Shovels, with "D" handle. Monday, 39c.

Coal Scuttles, black japanned, open pattern, 25c; black japanned funnel pattern, at 39c.

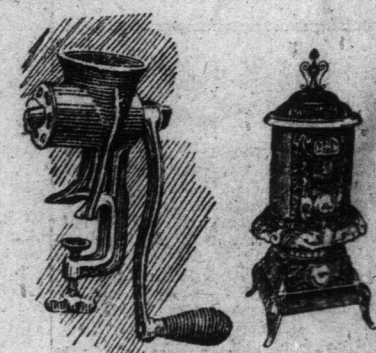
Ash Sifters, with long handle, black sheet steel sieve, 15c.

Galvanized Garbage Cans, large size, with bail handle and cover. Regular \$1.35. Monday, 98c.

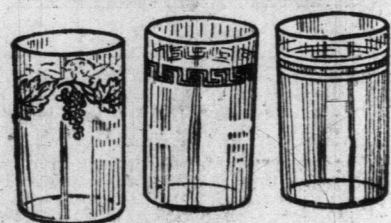
Oil Heaters, will heat a large room, enamelled body; 12 only to sell Monday at each, \$2.50.

Oak Heating Stove, 16-inch firepot, nickel trimmings, large size. Regular \$10.95. 10 only, Monday, \$7.95.

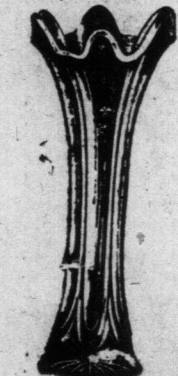
Food Choppers, cut meat, fruit and vegetables, coarse, medium and fine. Monday, 89c.



## Many Glassware Items in the Basement Sale



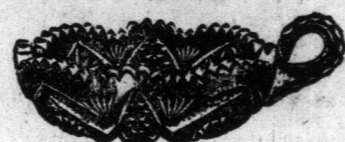
\$1.00 a doz. Decorated Table Tumblers, for, each, 5c.



20c 10 and 12-inch Glass Vases. Monday, 14c.

35c quart size Plain Glass Water Bottles. Monday at, each, 23c.

29c Pressed Glass 10-inch, plated pretty design. Monday, each, 19c.



15c Handled Bon-Bons, Nappies, Vases, Bowls, etc. Monday, each, 9c.



12c Heavy Pressed Glass Salt and Pepper Shakers, metal tops. Monday, each, 9c.



25c Footed Colonial Glass Fruit Bowls for 15c.

20c Colonial Glass Butter Tubs. Monday, each, 14c.

## Visitors to the City Are Reminded

that shopping at Simpson's is a pleasure, not a toil. Best elevator accommodation in Canada. Breakfast, Dinner or Tea served in Restaurant. Parcel Check Office. Women's Rest Room. Good ventilation throughout the Store. Purchases of ten dollars and over delivered anywhere in Ontario free of charge.

THE ROBERT SIMPSON COMPANY LIMITED