GINT POWER OF ORY CANTEEN IS
WONEY TRUST
FIXED POLLCY
IN. U.
OF HUHESES


$\mathrm{O}^{\mathrm{N}}$NCE drive an "Auburn" and you wonder how such perfection in automobile construction could be yours---at any price. Convince yourself of "Auburn" value-now. It will save time, trouble, money-later.


Coupe: 45 horse-power, 6 cylinder, long stroke motor, 130 -inch wheel-base, 5 electric lamps and generator, self-starter, Goodrich $\$ 3,000$
or Goodyear tires. Complete .... $\$ 3,000$
MATHESON AUTOMOBILE CO. OF CANADA, LIMITED Canadian Distributors MONTREAL 901 New Birks Building AT Watch This Space for Other Models ga





## A duty-saving "Six" \$2,500

LROM the moment you press the starting pedal and tum 4 this powerful "Six" into the road among the hundreds o Motor Vehicles large and small-as you open out and jump ahead-when you feel the strong steady pull on the hills and fieavy parts of the road-you know that no matter what car you buy the Tudhope "Six" is the car you would like to own
This "Six" is surcly the modem idea of a perfect car. It has Gray \& Davis Electric Lighting and Electric Cranking. It has a distinctive appear anco- Torpedo low-hung body with graceful side lines and well-roonded tire, which is included, of course, as a part of Tudhope equipment. In cormfort it is above the ordinary: 127 -inch wheel-base, $36 \times 41 / 2$ inch tifes double-drop frame, full-elliptic underslung rear springs and shock absorber - every equipment for riding ease.
with the new extra deep cushions.

The Axles of the Tudhope "Six" are planned for hard service. The front Axle is extra heavy with Timken tapered be
is the floating-type with chrome-nickel gears and shafts. The 48 h.p. motor, long-stroke cast en bloc type, is a silent, powerful machine, thoroughly tested and inspected before leaving our shop. The Tudhope "Six" is a lot of car value for No part of the price is duty. The same Car imported would cost you $35 \%$ more.

Write for gour copy of the Tudhope book.
"The Car Ahead"
$\underset{\substack{\text { favo } \\ \text { fyy } \\ \text { mers } \\ \text { bers }}}{ }$




## H. E. Q <br> m.

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CUT OUT THIS COUPON

## 100 Lessons <br> Offer Soed in Busimess Time ouly

THE TUDHOPE
MOTOR CO.
ORILLIA, CANADA
TUDHOPE MOTOR SALES LIMITED,

## TUDHOPE MOTOR CO. LIMITED,

128-132 King Street Woat, Hamillon.

Twalve


hamilton hotela HOTEL ROYAL


## \$1,000

 REWARDto the discovation that will lea Vervous Debility, Fits, Fkin . Dis ase, Blood Poison, Genito Urinar
Troubles, and Chronic or Special Complaints that cannot be cured at The Ontario Medical Institute
263.265 Yonge Street, Toronto
 The Canada Metal Co.Ltd.

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## TheRobertSimpson Company,Limited

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Early Spring Arrivals Select Wall Papers


English Brussels Squares and Seamless Ax-Clearing Prices on Men's minster Squares at Prices That Will Attract


For Further Simpson Announcements See Other Page in This Paper


## Hockey

 Finals andOther Scores $\cdot$ Boxing $\begin{aligned} & \text { Toronto Gets } \\ & \text { Championships }\end{aligned}$ . Fencing Competitions





# Woman's Realm--the Household, Fashions and Society 

SecIETY

















## "SALADA" A cup of TEA that is a Safe, Pure, Stimula

 Pure,Stimulawing and Wholesome Beverage.ATHCEN HOUSEIEFPMG

BY HENRIETTA D.GRAUEL $C O$
NEW HOME ECONOMICS











 and



THE WOMEN SHOW
MORE DPLOMAC


## Specials for Today

Half car load of Navel Oranges, boxes of 155, 20
cents per dozen. Fine quality, free from frost cents per dozen. Fine quality, free from frost. Haddock and Cod received by express in fine con dition.
Lemon Soles, Periwinkles, Mussels, Clams and Shell ysters.

Order by Phone, Main 7497.
GALLAGHER \& CO., Limited 107 King Street East


O'BRIEN'S NEW BUILDING

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Tuma, Sameny inc 22 ?


## Edgleys' Opening



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## PRESIDENT SUSPENDER



FINK'S Leather Goods Store



# NEWSPAPER CIRCULATION 

The Experts who have furnished their report on the circulation of Montreal Newspapers have come to the conclusion that there are several ways in which a dishonest paper can put itself in a position to claim figures of circulation wholly misleading, if not grossly dishonest, when appealing to advertisers.

The Experts report that "The Montreal Star" stands alone on the American continent inasmuch as "The Montreal Star" has continuously for twenty five years, claimed LESS than its REAL circulation.
The Montreal Daily Star's circulation is really close up to 100,000 , but in making claims to advertisers it has deducted all foreign circulation as being of no value to local advertisers, and has deducted all ephemeral circulation as not having a permanent value.

The Permanent Increase in Four Years is 20,000.
In the meantime, while advertisers get their announcements in the full circulation of The Montreal Daily Star up to 100,000 , and "The Weekly Star" up to 160,000 , they are charged only on the basis of 86,000 in the "Daily" and 132,000 in the "Weekly" edition. This is significant, and "The Montreal Star" is reported as being the only paper in America that makes the distinction.
"The Montreal Star" leaves it to its readers to place their own value on this mode of doing business.



SHEA'S THEATRE

##  CRTMU

CEORGE MOORE

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| Antomobile Show Exhbition. park NOW |
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## NEW YORK

Prises - Nigbts, Boc to 82 ; Mats., 26 c to 81.50 .
MISS BILLIE BURKE


## ALEXANDRA MONTREAL OPERA


 The Sensational Dramatic Novelty OLIVER MOROgGg Presento BIRDOf $A$ ARAD

## GAYETMY MOLIE WLDLIAMS  

EY PLAYY OF A WOMAN'S SSULI
WALTOA TULG.

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## BIG DAY TODAY

 Boston Ladies' Imperial Orchestra and The FestivalToronto Symphony Orchestra (this evening) EXHIBITION BUILDINGS Admission 50c Trokets for 8alo IN THE SCHOOLS Contractors Made Dishonest wist ind

Amount.
CHEAP WOOD WAS USED
Walls Were Whitewashed I
stead of Being Plastered,
stead of Being Plastered
as Specified.

THE =
hurch of the Holy Trinity
RELGious services.
Trinity Square

## SUNDAY, MARCH 2




## CANADIAN PACIFIC <br> EXCURSIONS

## To Manitoba, Saskatchewan, Alberta

## 

Around the World vis "Empress of Asia"



Success Secrets at Last Revealed


TORONTO
CONSERVATORY
OF MUSIC


## MAHER'S HOBSE EXCHMIGE

16 TO 28 HAYDEN STREET

"OANADA'S LRADING HORSE MARKETT."
AUCTION SALES NEXT WEEK
MONDAY
MAR. 3rd
AT 11 A.M.


March bith

| F11 A. M. | for them, also a number ofsets of new and second-hand harness, and carriages, wagdiate and unreserved sale. |
| :---: | :---: |
| seription, all consigned |  |


| FUR ROBES-We are kept supplied with these robes in several grades and prices by a prominent manufacturing firm, and you will find ft greatly to your advantage to buy here. |  |
| :---: | :---: |
| WE SELL STRICTLY ON COMMISSION |  |
| ALL HORSES sold with a warranty are following day of sale, if:not as represented. | YONGE, Dupont, Avenue cars pass within half a block of our stables. |
| P. | GEO. JACl |

## UNION STOCK YARDS

TORONTO LIMITED ONTARIO
THE PRINCIPAL MARKET FOR BEEF. FEEEEA MOD DARY CTITLE


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DIRECT CONNEGTION WITH ALL RAILROADS
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## 1918

 Le wante



Get Some Of This Bathurst Street Frontage
Here is news about a splendid buy at the junction of the Grand
Trunk Belt Line and Bathurst Street North-a very strategical location. Property is bound to become very valuable at this point, and at the price
obtainable today there is a wide obtainable today there is a wide at a good profit. The particular frontage we are offering is in 35 and 25 foot lots and is bound to be
snapped up quickly. Phone or call for further particulars.
Oliver, Reid \& Co. 45 Adelaide Street East
Telephone Adelaide 1161

## ANSLEY GARDENS

-] This choice residential subdivision on Glen Grove and Glenview Aves., consisting of about ninety lots averaging from 48 feet to 60 feet frontage, will be placed on the market next week for high-class home and restrictions.

J.H. HAMMILL\&CO. A.S.L.LIVINGSTONE 129 VIGTORIA ST. MAIL BUILDING



| $\qquad$ J. J. DORAN $\qquad$ <br> Real Estate Investments That Are Worth Investigating |  |
| :---: | :---: |
| Yonge Street Properties <br> Revenue Bearing and Good Locations |  |
| Moore Park Resi Including Some $\mathbf{C}$ | ential Property <br> ce Ravine Lots |
| J. J. DORAN Crown Office Building | REAL ESTATE AND INANCIAL BROKER Queen and Victoria Sts. |



THE TORONTO WORLD


# * Stock Markets in the Doldrums---Sentiment is Cheerful * 

CANADIAN ISSUES IBOND PRICES AT NEW YORK MARKET

 | Trading of Circumscribed Na- | Remarkable Decline Shown in |
| :---: | :---: |
| ture and Price Changes Few | Values of Representative | BRAZILIAN VARIABLE等 4

## THE CANADIAN BANK OF COMMERCE

## Drafts on Foreign Countries




Your Lat Will and Testament




GEO. O. MERSON \& CO 16 King St West, Toronto
FLEMING \& MARVIN


The STANDARD BANK of CANADA STATEMENT




## Opening' Displays At Simpson's

## This Is a Season of

 New WeavesBefore you select the materials for suit and dress you should
make a careful comparison of the weaves and colors, new and old. Our dress goods include all the standard materials in all the usual and proven colors, as well as a marvelous array of odd shades and textures in almost every kind and weight of dress goods, many of

Our Display is Unique and Complete
Bedford Cords, in a fine assortment of new tones and color $W$ ins, fine, medium, and heavy cords.
Whipcords, in self, two-tone, and multi-tone effects. Wool Velours and Wool Ratines, in new
Spring shades. English $W$ orsted Suitings, in Whipcord, Diagonal Stripe, and other new designs.
Hairline Stripe Suitings, in black, and other grounds, with contrasting hairline stripes etc., and many others.

Monday's Special Item



## The Richest Tributes of the Fashion World

## are laid down for you in Our Spring Opening Displays. Each day in the past week has brought a penerous addation Each day in the past week has brought a generous additions.

 to the showing; cases of exquisite milline ry, dozens of new suits and dresses, handsome waists and new fabrics, while the other important details of your cosiume are liberally provided by the newest and daintiest of boots, gloves, hosiery, What you vill near this spring is sasy to to decide pith such $a$ pean.What jo will pear this Spring is easy to decide pith such a pealli of suggestions


## Handsome New Suits for

 Misses and Women Wovery day has added something to the surpassing sto ks of th Women's Suit Section-and at the same time many of the newmodels have found owners. To come promptly is the secret of models have found
securing the best,
Monday will changing of stocks, and for those who have noy owing to this rapid langing of stocks, and for those who have not been here within the
lateir convenient arrangement.

EASTER SUITS FOR
Made of black and navy En Milish serge, AND SMALL WOMEN.

 EASTER MIL EASTER MILLINERY
"Variety is the spice of life" and also the very life of a millinery business, such as we carry on in the Simpson Store. Every woman who comes to us is looking for something individual, something that will not be met with on every street, at every reception, at every church service. Simpson millinery is individual, so many different models are shown that seldom do we put on the market any great number of similar designs. Here you can get your own style, done in your own way, yet showing the grace of Paris and New York origin.

For the convenience of our customers we have divided the Department into (1) French Section, (2) Simpson Model Section, (3) Young Women's Section, (4) Section for Black and Black and White Toques and Mourning Goods, (5) Imported Suit Hats and miscellaneous sections for trimmings, etc.

AN ABUNDANCE OF PARISIAN FLOWERS
makes a charming display of exclusive novelties-being part of a shipment received a day or two ago

A NEW LOT OF NEW YORK SHAPES,
To Celebrate the Finest Millinery Opening

## this sore has ever kow ties, we offer unti sold:

for Saturday

## The New

 Spring SilksEach Monday during March will be supp.ementary Opening Day in the Silk Department, making regular showings of fabrics received during the previous days. Included in Monday's display will be:

Nem Brocaded Crepe de Chenes, in colors and in black
Nejp Broche Charmeuse Satiss in self and combination befeck Neve Broche, hharmeuse Satins in in elf and combination effectis
Broceded Sillos and Satits, in Duchesese, mesaline, and silk. Brocadef
satin frisises:
New Fancy Silts -This section gives the finet showing o
oulders, Perian and O-cinal
Foulards, Persian, and Oriental Siliks w whave eve Ez=cured. Particu ilarly noticeable are the new Bulgarian Silks, very striking in color blending, and most effective in use.
New Striped and Shot Silhs, in great variety, brown and white,
blue and white, and black and white, are strong sellers at present
blue and white, and black and white, are strong sellers at present.
New Charmeuse Satins, in black
as Crepe, Meteor, and Grenadine. The itiplay of New Draping Fabrica large and weil chosen.

250 Handsome Twenty-Inch Ostrich


## Popular Poplins on Exhibition and Sale

## silk. Colors are pink, sky, black, mauve, Alice, green, tan, linen, champagne, finish of inches wide

 this make by any means, sunn, rain, sepa, or It is is utterly impossible to move a the color of discovery in the dyeing
the textile fabrics only
 Indian Suiting, 3 inches wide, a plain cloth splendidly adapted for outing suit An excellent range of colorings, as follows; White, cream, champagne, for outing suits.
mauve, green, tan, gree, navy, brown, and black, all fast colors.......


Plumes, Saturday \$3.45


In black or white only. Our regular $\$ 6$ value. Celebration Sale price, $\$ 3.45$


TheRobert Simpson Company,Limited
in Toronto, with the added pleasure of Jeautiful spacious department and pleasure of (Thira Floor.)

