

## EnduringFurGifts



The enduring qualities of a fur garment as a yule-t.de gif: place it in a unique position as far as the Chrisimas shopper is concerned.

There is no bstter article you can think of than a tie, muff, scarf, or stole of some good rich fur such as fox, mink, sab.e, baum marten, seal, Persian la.nb, or ermine.
Special lines are also being shown in splendid Alaska Seal Jackets, Persian Lamb Jackets, and in every other fashionable fur.
We guaraitee the pelts as the best of last winter rapping. The work put into every garment is done ander our personal supervision.

You must see this display to, realize that the price we ask for our furs do not indicate the quality of the

The W. \& D. DINEEN COMPANY, LIMITED 140 YONGE STREET, TORONTO
ONTARIO DIAMOND CO.
99 YONGE STREET


## SEIETY

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$1 \quad$ DECEMBER 73 zgrt $\quad 3$

The Committees Reported Subscriptions Amounting to $\$ 43,380$ at Noon Tuesday

Somebody Mrst Afford Relief to These Poor Deserted Bables Toronto's Infants' Home must close its doors if funds are not fortheoming for ex or death through poverty or neglect
Cheques and subscriptions may be sent to the Treasurer, Infants' Home Campaign
Jarvis Building, 103 Bay Street, or to National Trust Co., Limited, 22 King Street
HELP THE HELPLESS"
$\$ 150,000$ is the Amount Required



## The Ensignette is a Delightful

 Christmas Gift Imagina a compact Ittio comera, mileh ats In e vent
pocket, set makes pootcard-size pletures-sherp and clear-vall of detall.
If you will come in and see and handie an Enelisnatte
you will be convinced that it is the Anost camera you ever
 saw. As A Chrietmas Gift the Ensignette is an- Ineplra-
tion. Sold to a nice limp-leather pocket oase, erom

Onited Photo Stores, ummed 15 Adelaide Street East, Toronto Branches at Quebec, Montreal, Ottaws, Vancou

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## Atid eoe neat Sunalayts Wound

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Pictorially it will bo the best week-and edition tha Again we urge you to ORDER NOW
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Michie \& $C_{0, \text {, }}$ Ltd )

Wri, Damson a Sons, Limited
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ONTARIO'S SCHOOLS

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## Specials in

Speciais in
Ladies' Initial Handkerchiefs

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"GIVE" SHAWLS

THE TORONTO WORLD
THE TORONTO worLD

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Help From Far-off Selkirk


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co.
FORM CREDIT
ASSOCIATIN:
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Diamonds of Credit


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## SETTLED The Graat Ciraculation Øuestion

The various reports on the question of newspaper circulation procured in the interests of a number of large advertisers and advertising agents, have now been completed.

These reports are largely the result of laborious research into minutest details and would occupy a large portion of an edition of a newspaper if published in full.

Four chartered accountants were engaged on the work, several of whom spared no pains to reach conclusions based on-actual facts.
These reports are supported by the report of an American expert.
The reports of the chartered accountants cover a year and parts of a year, and, together with Toronto reports, establish some facts of paramount importance to advertisers. The reports establish-

1st. That The Montreal Star and La Presse are the two Montreal daily papers in the front rank, with La Patrie a good second. The Star.

3rd. The Montreal Star gives advertisers thousands of circulation more than it claims in its circulation table.
4th. That La Presse and La Patrie have for years been giving advertisers less circulation than they claimed in their circulation tables.
5th. That La Presse and La Patrie publish, besides their ordinary editions, special diminutive editions eliminating the bulk of the Canadian advertisements, but retaining the same title, that is, "La Presse" and "La Patrie." These miniature editions of La Presse and La Patrie are both circulated amongst the factory hands and others in certain cities and towns in the Eastern part of the United States, including Fall River, Lowell, Manchester, on for years. In the case of La Patrie, the extraneous circulation referred to, improperly included in published statements of circulation intended for on for years. In the case of La Patrie, the extraneous circulation referred to, improperly included
advertisers, amounts to 4,000 a day, -in the case of La Presse it amounts to some 20,000 a day.

6 th. The Montreal Star's bona fide paid circulation exceeds by 14,000 a day the combined bona fide paid circulation of all the other English
in the City of Montreal, that is, The Montreal Star exceeds the aggregate of all the others by a surplus of more than 14,000 a day.
7 th. The local bona fide paid circulation of The Montreal Star, that is, the circulation of The Montreal Star in Montreal and suburbs (the Itland Montreal), ex̄ceeds by more than 13,000 a day the combined bona fide paid circulation of all the other English daily papers in the same territory.
Although there is no rivalry between the English and French papers, yet the question of relative position is interesting.

Although there is no rivalry between the English and French papers, yet the question of relative position is interesting.
The figures of only The Star, La Presse and La Patrie are given here, -the other daily papers of Montreal falling below 30,000 a day each, -20 that it will be seen that this is dealing only with the two papers of first magnitude, The Montreal Star and La-Presse, each with circulations exceeding 75,000 a day, and a paper of the second magnitude. La Patrie, with upwards of 40,000 a day.

These figures are submitted as the more startling figures of the reports. It will be readily admitted that the reports justify the painstaking As Canada has the and the expert.
As Canada has the distinction of having the only paper on the continent whose bona fide circulation is, and has been for twenty years, greater than the publishers have claimed in their circulation tables. It may be interesting to read what the American circulation expert has to say on the question. From a certified copy of his report here are his words: "Wheread the writer has, during the past year, audited the circulation of about thirty-five daily papers, it is absolutely the fact that The Montreal Daily Star is the only one whose publisher had actually more circulation than he was claiming."

The reports submitted manifest evidence of the most painstaking scrutiny.
This whole subject is of vast interest to advertisers and to advertising agents solicitous for the interests of advertisers, Here is an American expression of opinion: "A publisher who seeks business on false pretence or misleading claims of circulation, is not in a position to censure any other purveyor of goods who gives short weight or short measure."


## ACTUAL FIGURES THIS YEAR AND LAST

 Circulation of The Montreal Daily Star
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## Bright Boys Real Estate Men

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| Toronto |
| Sunday World |



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 World Newspaper co TORONTO

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# Distinct Change For Better in Sentiment in Mining Markets 

## Mining Markets on Up-grade

 With Hollinger Still in Lead Trapite lesees Contiaue To Rellect Definite Chasge for Better-COBALT ORE SHIPMENTS




A Dead Man

$\qquad$



EXPRESSED OPIIIONS.



## H. O. THOMAS \& COMPAMY

Traders Bank Building, Toronto, Ontario TELLPHONE-5607 Main
MARKET MOVEMENT REVERSED


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Cos

PORCUPINE
J. T. EASTWOOD


## JOSEPH P. GANNOM

All Poroupine and cobalt stooles Bought and sold on Commlasion:

PORCUPINE STOOKS



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## Fleming \& Marvin



PORCUPINE and cosalt stocks


PORCUPINE CHAS. C. MACGREGOR ROWLAND \& BANKS
$\qquad$
W.J. NEILL Q CO

F. ASA HALL

BUY GREAT NORTHERN INVESTMENT EXCHANGE CO L. J. West \& Co
 Members standerimisiok and winus GORMALY, TILT \& CO. PORCUPINE STOCKS.

LORSCH \& CO. Cobalt and Porcupine Stocke

## F. W. DUNOAN \& BO.






## Gifts with Character Come trom the Simpson Store

When you get to the root of the matter, men love comfort almost
more than anything else on earth-an affection shared by the fair sex
to an almost equal extent.
That is whiere the house puts in its bid for faror, for it makes its


The Simpson Store furnishes the kind of material from which
The Sill gifts that fit can be selected easily, and every price is squeezed down

It's Too Late for a "Shop Early" Call Shop Now! Shop To-day and To-morrow




The Indispensable Book List

## Thoughtful Gifts for Women

Velvet and Plush Coats
 Price $\ldots . . .667 .50$
Others at $\$ 57.50$ and $\$ 37.50$.
Dresses for Evening


In the Skirt Section

## Coat Sweaters Are Useful

Other Items in This Section


 2 Christmas Ribbon Specials

 Gorgeous Trimming Sale

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| :---: |
| Simpson's "Challenge" Linen Waists |


|  | Comfortable Travel <br> Big Gift Values <br> Leather Goods Section on the Sixth. <br> Fitted Club Bags, Fitted Suit Cases, Auto Cranks, Kit <br> Bags, La $\qquad$ |  |
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| \% | Dollar Gifts in Art Leather Goods in Novel Form |  |
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