

EVENTS OF THE WEEK IN CARTOON


$\square 1$


Heintzman \& Co. --Ye Olde Firme--
Player-Piano
A New Creation

HAPTY THOUGHT
"Ill buy a Heintzman \& Co. New PlayermPiano for Christmas. It will make the entire family happy."

The Elotutuman \& Oo. Phayer. Piliano fin your home will mate the ppirit $t$ Orrstimes permanent, for it it practionly a Hietime mivestment
 to understand music. An entire waliz programme or an impromptu concert pRIMOE OF OERTISTMCAS GIFTS.

Piano Salon
115-117 King Street West
Toronto


## STORE OPEN UNTIL 10 P.M.

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for Xmas; but on
ETROIT
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mas is the one time of the year when you have the great st eall upon your purse. Why not take advantage of my credit system, and first of all get the Clothing and Furs you require-then you'll have not only the comfort and pleasure of being well dressed, but have a surplus of ready cash for Xmas shopping. You'll find my terms easy, and my stock up-to-date in style, and plenty of variety to select from.

## NO MONEY DOWN

PAY ONLY $\$ 1, \$ 2, \$ 3$ WEEKLY

Men's Overcoats Winter Suits Boys Clothing Custom Tailores ispecial Terms Arranged

Women's Coat Curacul Coats Skirts and Waists Girls' Coats Goots and Shoes
D.MORRISON, $318_{\text {West }}^{\text {Oueen }}$

EASY TERMS and RIGHT GOODS
gysterasis

## Creditit Helps 0ut Now

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## THE MESSIAH

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## BOVRIL

RENEWS THE BLOOD
Pure blood gives power to resist sick ness. Bovril makes rich red blood and builds up a strong vigorous body.

THE FAMOUS PAINTING THE SHADOW OF THE CROSS

The Shadow of the Cross.
henti aulves great pantivg




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## H2




Last Edition 30 mb


Hockey Supplies XMAS GIFTS $\square \Omega$
Sporting Goods make acceptable Gifts, and below gKates - including Mccul
 Boots-(Both Tadies, and sivow shows $\$ 1.50$ to $\$ 8.00$
 Hookey sticks-Ineluding IVouths; $\$ 2.00$; , Iadies, $\$ 2.25$ Mic Mac and hand-mades, from Macing, 85.00

 any color or combination of TOBOGGANs- Fr
colors, from.. $\$ 1.25$ to $\$ 5.00$ tect HOCKET arowe for for the small boy to the 8 , or boys, from ...75e to $\$ 2.00$ from $\ldots . . \ldots . .12$ foor the slides.
ther supplies are $\quad \left\lvert\, \begin{aligned} & \text { gLutaris for the children from } \\ & 25 \text { cents to } B A B Y\end{aligned}\right.$ scockivas- 50 c to $\$ 1.00$ pair att....... .... . $\$ 1.50$ to $\$ 7$ COAL PADS- $\$ 1$ to 36 pair. OTHER SUTTABLE CIFTS SHIn PADS- 25 c to $\$ 1.50$ pair Boxing Clioves, $\$ 1.50$ to $\$ 8.00$ $\quad$ Safety Razors, $\$ 1.00$ to $\$ 5.00$. Also Pucks, Ankeots, Straps, 25 cts , to $\$ 1.50$ pairs aporters, and every- Oollege Pennants, 25 c to $\$ 150$ ame-except tice.
 Waenivitespecial prices to Hockey Clubs buying in
PERCY A. McBRIDE
343 Yonge St. and $13^{1} / 2$ Queen East


## NOBLEMEN " IF"

Shakespeare had been a Turk, any one of his historical plays would have netted "Imported" Shakespeare would have As it was, the immortal bard had to eke The man who buys "imported"; cigars
The Davis "Noblemen" Cigar-2 for a Quarter in the time of Oveen Elizabeth The "NOBLERMEN", Cigar is made from the cream of the Cuban crop. The "NOBLEMEN" Cigar is made by The "NOBLEMEN", The "NOBLEMEEN" Cigar embodies the What better elements can any cig tain? Why pay for the name "cimportvalue by callin can purchase intrinsic "NOBLEMEN" CIGAR
 COMCHA FIIL" sion, 3 tor $26{ }^{\circ}$




FASHION-CRAFT Combination Coat POR FALL AND WINTER

I No harness or hooks-easily adjust-ed-No freak, but a high grade garment of utility. I Made in all clases of materials and suitable for all seasons. Prices $\$ 15.00$ to $\$ 35.00$ shor or

## Give a Case for Christmas



Nothing more pleasing at Christmas
than a case of that healthogiving than a cas
nutritious

## COSGRAVE'S hAIF-AND-HAIF

 It is the best to give on accouat of its purity. It is a Christmas beverthankfal for, and the sele will bo which will be a compliment to yout judgment.All dealers handle it.
Every bottle guaranteed pure and
The Cosgrave Brewery Co. of Toronto, Limited.



## THE REPOSITORY

 ENOE325 HORSES at auction
Tuesday and Friday of Next Week private sales every dar
MONDAY, DECEMBER 19th

| Monday will have the best opportunity to select the horaes thev are look-ing lor. We have full time on Monday to attend to private buyers, and our services are at their command. |
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TUESDAY, December 20th 200 HORSES

CITY HORSES
30 TO 60 HORSES
Every Tuesday and Friday
THE TRADE IN SERVICEABLE CITY HORSES

FRIDAY, December 23rd
125 HORSES
The sort stococtome of all liasese
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| AUCTION SALES <br> Every Monday Thursday at 11 am |  |
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## AUCTION SALES NEXT WEEK

 350 Horses
## MONDAY, December 19th THURSDAY, <br> 200 HORSES <br> December 22 <br> 150 HORSES




 the thitd and last consionninat from MR. W. STROWBRIDEE, Brantford, Ont.



THE PORT OREDIT BRICK CO., GITY






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WE SELL STRIOTLY ON COMMIBAION


P. MAMER
oEoroe jackson,



THE JONDIVIO WORLL


The Greatest of all Gifts The Gift of Music



## MASON \& RISCH

 PLAYER-PIANOTo the misically-trained it means the immediate mátory of hundreds
difficult compoestions insteed of the comparative few now in their repertoire. And the novice is anabled at once, without tirosome training, to
render any solection, from the latent popalar waltz to a Beethoven sonata with the technical correctaess of the noost experienced player. Player-Piano you will better realize its wonderful musical possibilities. Play yourrelf and you will approciate what its poessession measns to a musielover.
You will be under no obligation to purchase by favoring us with a visit. The Mason \& Risch Piano Co., Limited 32 KING STREET WEST, TORONTO

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## OF FHRISTINW WOHLD

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## Perfectly Baked <br> Coleman's Bread <br> At 6 cents the double loat is bet ter bread and the best value <br> A card to 140 Euclid. Phone Coll. 3645



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# : EASTS 

## Gifts of Leather

WHAT gift conld be more practical and acceptable than a good serviceable EAST Club Bag, Shopping Bag, Suit Case, or Umbrella? These are things we specialize in and we believe our stock is big enough to supply the demands of all Toronto no matter what may be theif tastes.

This store can always be depended upon to give your dollar greater buying power on any of these gifts than it would have anywhere in Canada for the reason that we manufacture on the premises and thus save you all the middlemen's profits.


We present the following suggestions for the benefit of many who may not have any particular article in mind.


## Christmas Umbrellas

- As long as Christmas continues to come around fust so long will EAST'S provides every sort:and size of an umbrella that we believe will make an acceptable Xmas remembrance. There are plain substantial natural wood hancles as well as those in gold, silver, pearl, ivory. In fact you may buy any kind of an umbrella you wish at the price you care to pay. Prices Detachable Umbrellas from $\$ 3.50$ up. Initials engraved on umbrellas without charge
EAST \& CO., Limited, 300 Yonge Street


## EDDY'SMATCHES



Offering of Calves To Appease the Devil





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## COWNIIG TO CMHINA

Estimated That $\$ 280,000,000$


CAMDOLIN COMMERCE
WITH UMTEC STHTES.


Fluctu




Montreal Stocks



Make a note of it this year, and if your house is not thoroughiy warm and
comfortable have it remedied before the Christmas season
comes around again. Instal a

## SOVEREIGN

Hot Water Boiler and Radiators All the people who live in homes heated by Sovereign boilers
are going to be more are going to be more than those who live in houses where there is noSovereign -they will

TMMORF:FRBES OFFICE AHD SHOWROME 1088 King St. Hest

GRELT FIRMun OF AIMERICHII RMLIROMOS
Prosperity Not Threatened by Rate
Controvery-Comparison, of
Rais and Indusimals. HERON \& CO Unilsted Issue

16 King 8t. West, Toronth WARREN GZOWSKI \&o STOBKS and Boyms

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## Simcoe Navigation

Co.'s Shares


WOL BE 115 WITMIG
Per Cent. Divilidenadz oni P.IEFERRED STOOK This is the sort of
HRISTMAS BOX write or phone Industrial Financial Co. міммвевя:
$\qquad$ 8 Toronto 8t, Tor

obacco

## HOUORH


and we've priced every piece so that ysu'll feel tempted-almost compelled-to buy BARGAINS AT BROWNS are quite unprecedented. We've never had such a great and varied showing, mis season, with its numerous calls on one's resources. BE EARLY MONDAY-YOU'LL BENEFIT.
EVERY PIECE A PRACTICAL PRESENT THAT WOULD PLEASE


WE SELL ON TIME.


Visit Store Early in the Day





READY MONEY IS NOT NECESSARY TO BUY THESE
Kindergarten Sets
That will Please the children
THIS ELEGANT PARLOR SUITE ONLY 26.75










THESE AND HUNDREDS


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THE TORONTTO SUNYDAY WORLD.

 A MAN OF THE MOMENT


Our Weekly Short Story THE PROSE OF IT


## CENTIPEDES OF THE SEA

Albert Ernest Stafford

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## SAME OLD CHRISTMAS PLAYATWESTMINSTER


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## News and Notes of Interest to All Who Use Gasoline as a Motive Power

The Few Torontonians Who Have Inspected this Car, Pronounce It "Best Value Ever Seen"

THE first Oldsmobile Autocrat, the 4 cylinder Model for 1911, arrived at our garage a few days ago, and is now on exhibition at our showroom.
It has been inspected by a few of Toronto's most discriminating motoriste, and all ha been lavish in their praise of this latest example of OIdsmobile supremacy.
Former Models from the Oldsmobile plant have accustomed the public to look for somethin beyond the ordinary, each year as their new Models are announced; but this time we have $\mathbf{n}$ hesitation in stating that the Oldsmobile people have succeeded in eclipsing all their own former triumphs.
As an example of designer's art, the "Autocrat" promises to be the most noticeable Car on street and road during 1911. As a piece of mechanism, it is the finest thing on wheels to-day.
Here are some of the Outstanding Features of THE OLDSMOBILE "AUTOCRAT"
First of all, it's a wonderfully handsome car-from Rated as having 40 hoisepower, the AUTOCRAf ac its uniquely-constructed "hood" to the uttermost end of
its long Brewster-green body it represents perfection in capable of developing considerably more. The
man who runs an Autocrat will always have at his disposa its long Brewster-green body it represents perfection in
the designing of a car. Finish and upholstery are all that who rums an Autocrat will always have at his disposal
all the power he needs to drive this big, handsome machine the designing of a car. Finish and
the veriest connoisseur could ask.

In this car, the Oldsmobile inaugurates the use of a long-stroke motor-a feature that makes for greater power and eliminates vibration-renders it possible to vary the speed from as low as four miles an hour to as high as 70 ,
without changing gears-and this even on a without changing gears- and this even on a stiff up-grade
Cylinders are 5 -inch bore, 6 -inch stroke

The large wheels, with $38 \times 41 / 2$ inch tires (on demountable rims), add to the apnearance and make for smooth,
easy riding. In this car wheel size is justly proportioned to weight, wheel-base and engine power.
there are shock absorbers theat and in the tonneau). Als
Note this important fact
perfected product of the oldest established house in the bu siness-and has all the prestige of accumulated success.
 ength in reserve for emergency
Then in the little details that make for comfor There's a big tool-box on either side, under the step, necessity of ever disturbing passengers in the tonneau. Then there's an electric light over the speedomete that is switched on from the driver's seat. There are hand some 8 -inch headlights; a handy baggage rack; an extr demountable rim; removable auxiliary seats, providing fo of room both in the driver's seat and in the tonneaun). Also there are shock absorbers that really do absorb shocks.


Sole Distributors for Oldsmobile and Oakland Cars
IMPERIAL MOTOR CAR CO., Ltd., 87-95 RICHMOND STREET EAST, TORONTO Sub Agencies



In Ontario: $\left\{\begin{array}{c}\begin{array}{c}\text { Hamiton } \\ \text { J. } \\ \text { Porrtarter } \\ \text { Arthint. }\end{array} \\ \hline\end{array}\right.$
Clando F. Secord,
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## A GASOLINE DRIVEN FARM TRACTOR OF HONE MANUFACTURE




## Successful Operation

 Of Commercial Trucks
 turers.
Auto Tope to sult Any Car. Bose 170 Auto Top Moeds h


Cutten \& Foster Tope, Tire Covers.

## The Case Cars

TORPEDO
LIMOUSINE
SUBUREAN
WITH THE FAMOUS PIE
J. I. OASE THRESHINE
hicles Receive Fair Treat. TUUAIIIGROUTE MARKED ment-Should Be Worked
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# THE WEEK IN SOCIETY 

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## How To Solve Your Christmas Problem

The delightful custom of Delineator－giving has answered the some one happy for a year：for ail．For one dollar you can make month；you can give twelve gifts in one．Juat give The Delin－ The vogue of magines as ．． It is decidedly the thing to do to remember yours friends in th A Twelve－Time Gift That means so much to others and so little to your Christman Fortieth Anniversary Year，when each big number will in itself be a sumptuous gift．This is the year of years to give Th

## Your Christmas Card

Send in the names and addresses of as many friends as you
ish to reward with a Twelve－Time gift，and we will send them Christmas cards，each one bearing your name as donor，to them

The Butterick Sales Room
148 Yonge Street，Toronto，Ont． The price of the

## Stitt \＆Company <br> Milliners，Ladies＇Tailors and Costumiers <br> RTISTIC <br> Dinuer and Evening Gowns Wedding Tritsean <br> Tailored Trousseaux <br> MILLINERY <br> New Models for mid－winter wear are now <br> PARIS KID GLOVE STORE <br> Gloves in the Ner：＋Shades Ladies＇Silk Hosierv a lengths REDFERN－CORSETS－LA SPIRIT <br> 11－13 King St．East． <br> Toronto，Ont．







from two to seventy-four
This interesting group were photographed on the occasion of the sixtil eth anniversary of the redding of Mr. and Mrs. Henry Cronmiller of Port
Colborne In the sixt years the famil has grow from two to seventy-fo ur, and on this occasion there no leass than seventy-one present-parents, children, grand-children and great grand-children.


AN IRISH SETTER in HIS SPEED WAGON.


CONDUCTING AN ORCHESTRA

An Added Touch of Refinement in Electric Fixtures is Assured if You Inspect Ours


An otherwise palatial home will appear to disadvantage if the fixtures are crude. SEE OUR FIXTURES-LOOK AT THE OTHERS-
YOU WILL BUY HERE
AND THE TRANSFORMATION WILL BE WONDERFUL
You pay nothing extra for the combined skill and art embodied in our output.
Study our window and our warerooms for ideas.
We have the very latest Novelties in Fixtures in the most exquisite designs for Drawing-Rooms, DiningRooms, Sleeping Chambers, etc.
Recherche Figures for Halls and Reception Rooms We will be pleased to inspect your house and offer suggestions for the entire equipment. Our experts will be glad to tender the benefit of their experience.

officers of maple leaf r.b.P. no. 337, R.b.K.I.
JOHN BURNS, MEMBER FOR BATTERSEA, FORGETTING POLITICS FOR THE MOMENT AND MAKING
FRIENDS WITH A LITLLE PATIENT AT THE PARK HOSPITAL WHICH HE FRIENDS with A Lit
RECENTE PATIENT AT


MBER 181910
SUNDAY MORNING THE TORONTO WORLD


## The One Best Christmas Gift

and the one that brings the most grateful recollections of the giver is to be found in

## Victore Berliner

Never has it been possible before to give so much entertainment and genuine pleasure at so modest an outlay. Think of obtaining for a few dollars the means whereby there is always at one's command the priceless voices of vietroles $\$ 100$ to $\$ 300$ the world's great singers, exquisite instru-
 mental melodies by famous bands and orchestrat,
and the best achievements of the kings and and the best achievements of the kings and
queens of comedy. I Think of having all this in the home ready to entertain yourself, a few friends or a house full of guests.
I Stres, styles and prices ( $\$ 15000 \mathrm{up}$ ) to suil all parem. I. Double-sided records are 90c. for the two. Samplo by mall on receipt of price and 10 C . for postage. ICAl at the mearest dealer's to-day, and lnow what this wonderfil entertatitier IBe sure to hear the victroli.
Berliner Gram-o-phone Co., Limited montreal Dealers Everywhere Remember this trade mark (ri) and you can't so wront

## VIIT GRAMOPHONES And Completo SELECTION OF RECORDB 

143 Yonge St. . . . Toronta.
"Store Open Evenings Until 10 o'clock."
Largest Stock in City on Sale at Bell Piano Warerooms
(GRAMOPHONE DEPARTMENT)
146 Yonge St. - - Toronto
To Buy Your Victor Records at His Master's Voice Gramophone Co.

VICTOR-BERLINER GRAMOPHONES AND RECORDS
A Large Selection to chose from. Ask to hear the Victoria
The NORDHEIMER


THE KEELEY INSTITUTE
1253 Dundas St. Drug Addictions. Toronto.

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## Everything in Christmas Jewelry at Tisdall＇s．



VER before in the history of our establishment have we been so well prepared for our ever increasing holiday business．For months we have been mantifacturing and storing away vast quaautities of refined and artistic jew－ elry for this oceasion．Our big store is fairly ablazn with gold and gems，and our Factory to Pooket prices will amaze those who are aceustomed to paying retail prices．Our customers have no need to worry about Christmas giving，they need not cramp and save or give trash．Our price enable you to purchase a really good article for the price yov would have to pay for inferior goods elsewhere．

Here you will find countless gift suggestions for every mem－ ber of the family．The Christmas spirit is evident throughout our entire store．The jewelry manufactured by us and sold di－ rect to you at actual cost，plus our legitimate profit，proves the most satisfactory of all gifts，as the greatest value is obtained at the lowest cost

Make it a point to visit our store and get acquainted with our money－saving method of selling．By shopping early in the day you avoid the immense crowds that pack our store after－ noons．Bear this in mind and come early．

Remember，We Keep Open Every Evening

Send For Catalogue．Mail Orders Promptly Filled．

TISDALL＇S FACTORY TO POCKET JEWELRY STORE voNae st．


## Books Books Books

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have you read molly make－believe？ at ALL bookselumea

The COPP，CLARK CO．Limited． toronto．

choir of the b．m．e．church，chestnut－stréet．


ONE OF ELMIRA（ONT．）CLASSY TURNOUT

## FREE！！\＄200．00

 aID 1,000 valuable premiums given away． Herme


It Suits Them All
Old and young delieght in the rich－
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COWANS Perfection Cocoa． It su
taste． taste．


## SUNDAY MORNINE

THE TORONTO WORLD
Upwards of $\mathbf{3 0 , 0 0 0}$ of These Fascinating Fun-Makers Ready for This Season's Merry Cracking
Telephone Main 7591
Private Branch Exchange Connecting All Depart ments.


Michie's
Merry Crackers
will carry more genuine amusement into the Christmas festivities than any single feature you can devise

There are literally hundreds to choose from; divided into three general

From 15c to 45c Box

Pretty little Crackers for little children and the Chistmas tree, con taining little paper hats, caps, miniature toys, jewels, puzzles, etc.

From 50c to $\$ 1.00$ Box
Just one dozen Crackers in a box, same as cheaper boxes-but
From \$1.00 Box Upwards
Large, beautiful and suitable for adults', parties, dinners, dances and
table decoration, introducing joyous amusement and spreading good humor everywhere. Twelve Crackers in a box

## Michie's Lucky Tubs

Filled with little Toys wrapped so as to provide additional interest to the contents, which can be tied to the Chrismas Tree if preferred. Two sizes-prices 40 c and 75 c each

The Children's Part of Christmas
-always well cared for-was never so completely and attractively provided for as now, and there is not only variety and beauty to please the eye, but there is wholesomeness in everything for eating-especially the candy

## Chocolates in Fancy Boxes

from Cadbury's and from Rowntree's, England, in a profusion of styles; sizes and prices, from 5 c to $\$ 5.00$ each
Michie \& Co.,Ltd. 7 King Street West

## Michie's

Santa-Claus Stockings
filled with toys, are by common consent the most popular gifts for children, and no present costing so little will give a little child so much pleasure. THERE ARE THOUSANDS OF THEM, from tween-priced at $20 \mathrm{c}, 40 \mathrm{c}, 60 \mathrm{c}, 75 \mathrm{c}, \$ 1.00$ and $\$ 2.00$ each

Michie's Christmas

## Tree Novelties

Everything to decorate the tree and equip it with good things to good.

## Groceries

Baye their daily claim upon the attention of the housekeeper, and Christmas but emphasizes the superior service offered by Michie's Store in quality and
variety.

## The Best Pudding

comes from the bowl into which the best ingredi ents go, and Michie's superior currants, raisins, spice peels and flavorings do their part toward a satisfactory

DECEMBER 181910




BORED INTEREST.

philosophic repose.





 STORY.







 it is true," concluded Dr. Mullican with
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SCENE FROM THE FAMOUS SOUTHERN ROMANTIC COMEDY DRAMA,


John redmond, the national leader, addresiing his con
 WINSTON CHURCHILL'S BABY GUARDED BY A DETECTIVE FROM
SUFFRAGETS, WHO THREATENED TO KIDNAP IT




HIS ATTACK ON

Well, Look Who's Here!


Merry
Christmas, Bad Mans!



Howson Lott Has a Six-Cylinder Honkerino!



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