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# *DAILY MAGAZINE PAGE FOR EVERYBODY * 

Hints on Beauty Culture
Mother Hands Can Mold Growing Child's Features By MAGGIE TEYTE


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"KEYNOTE OF SUCCESS IS SYSTEM" Secrets of Health and Happiness


Movie Star Gives Practical Rules of Life

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Blindness May Result If You Neglect a Stye
By Dr. LEONARD KEENE HIRSHBERC


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PETER'S ADVENTURES
IN MATRIMONY By Leona Dalrymple

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Is Marriage Going Out of Date? By WINIFRED BLACK




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## EATON'S

ON SALE TODAY Attention, Men! Great $90^{\circ}$ 'Clock Clearance of Men's Spring Overcoats, $\$ 5.95$

This is an exceptional opportunity fot the man who has, as yet, man wurchase a spring to purchase a spring is certainly unusual, ush selling. The coats are three-quarter length, with self collars, breast pocket and button through models, ood body linings. The fabrics are of fine tweed shades, and some in fown all sizes in the lot, 34 to 42 . Tuesday Rush Special, $\$ 5,95$ New Spring Overcoats in Styles Men Will Like

Special in Trunks at \$4.75
Even if you do not expect to travel
for some time, it would be an an
economy to obtain one of these
trunks at this figure. This trunk
has bottom of sheet iron; valanee
clamps and corner bumpers. It is
covered with waterproof canvas
protected by hamdwoed slats. Fitted
with lock and bolts. Interior has
tray and covered hat box, two out.
side leather straps are fitted on the
outside. The trunk has a very neat
and compact appearance. One of
the best values we've offered in
trunks. Come early. Tuesday, special, each... $\$ 4.75$

## New Spring Suits for Small



TUESDAY MORNING
THE TORONTO WORLD
Character in a Coat Collar
Thefe is such a thing in Men's Clothes; the whole appearance of a Suit, and the Man inside of it may depend on the Collar of the Coat. It must be Shaped Right, and Put on Right, and Stay Right, and that means OUR COAT
BALIMACAAN SPRIME OVERCOATS $\$ 22$ to $\$ 30$ EMGLISH MODEL DE-LUXE SUITS $\$ 15$ to $\$ 30$

HICKEY \& PASCOE
97 Yonge Street



THE TORONTO WORLD

## FIRST NIGHTS AT TORONTO THEATRES

 PEG COMES BACK LOTS OF HUMOR OWEN M'GIVENEY THOMASV. EMORY IRISH AS EVER IN "STOP THIIE" PLAYS FIVE PARTS BROADWAY JONE | In Dickens' "Bill Sykes," He | $\begin{array}{c}\text { George M. Cohan's Comedy } \\ \text { Has to Make Lightning } \\ \text { the Attraction at the } \\ \text { Changes. }\end{array}$ |
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## S Sirk

They buy it for what does. That's why the Ford is servant of thousands. holds the world's record for all 'round dependability And it's the lightest-the strongest - the most ec nomical car on the market



## YORK COUNTY AND SUBURBS OF TORONTO



Many of the Songs That Will Be Sung a the St. Patrick's Day Entertainment Tonight Are to Be Found in
THE WORLD'S HEART SONG BOOK

e the white sail that bore thee Just like a M Mayilower afloat on the ba
Oh, but my heart sankk when clouds same b

Oh. may the angels while wakin' or sleepiin
Watch o'er my bird in the land far away


The Wearing of the Gree Saint Patrick's Day no more we'll keep, hits colors can't
For there's a cruel law agin' the wearin' of the green. And he said ."How's dear ould Ireland now, and how does sho Then sine the color we must weir fs Engiands. crivel red,
Sure Ireland's sons will neer forget the blood that they have
 Then I will change the color I wear in my caubenn;
But till that day, please God, Ill stick to wearin: of the green. The four hundred songs contained in this book are the garner-
ing of years, and cannot be obtained elsewhere. They are all Clip the Coupon with music border from today's World

That Son-in-Law of Pa's

By G. H. Wellington


## M'CONKEY APPEAL

 WAS DISMISSEDJudge Denton Says Conduc
Was Disorderly on New Was Disorderly on New GOT BEYOND CONTROL Mr. McConkey Planned It and
Must Be Held Re-
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WELSH COAL BARON INTERESTED IN B.C


SCHOOL BOARD SUED FOR GIRL'S INJURIES




## Why we ask for your contribution this week

THE Convention of the Associated Advertising Clubs of America, to be held in Toronto June 21 st to 25 th, will be the greatest advertisement for Toronto the City has ever had. It will bring here between six and seven thousand men representing American Capital of $\$ 1,600,000,000$, and an immense amount of British capital as well. It is a Convention of business men representing big interests, and Toronto, most fortunate of all Canadian cities, has this opportunity to impress her advantages upon them.
How can we so successfully exploit
Ways and Means Committee of Citizens
 Toronto as by bringing executive heads of America's greatest business firms here and showing them our city
These are the men who are bombarded with advertising
literature from other Canadian cities, while Toronto sends them nothing and offers them no bonuses. We are bringWe intend thronto in person.
knowing the advantages of this city so thoroughly without willtalk, Toronto in, every business organization to which he belongs. We mean to get for Toronto more of the American
and British capital'which is now looking to Conad and British capital which is now looking to Canada for in-
vestment in factories and branches. I is estimated that $\$ 40,000$ will be needed to carry out this ask evpery has buseen prompt. We need everybody's help, and ask every business and professional man who reads this an-
nouncement to considerit personal and contribute to the Con-
vention Fund this week, so that we can proceed with the details of preparation.
Every dollar will be spent under careful supervision and ac-
counting made to all contributorss. Any unexpended balance
will be returned pro rata. Checks should be made out "C vention Fund, Toronto Ad Club."
Further information can be had from

Toronto Ad Club, Incorporated, 104 Yonge St. w. G. Rook,
F. H. ROWE,

Chairman Convention Com.
C. W. McDIARMID Chairman Finance Com

Passenger Traffic


Cunard Line

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GRAND TRUNK S STSTEMM Settlers' Fares
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|  | EDWARD B. BOYD IS APPOINTED |  | GET RID OF GOLD DR. FISHER'S PLAN |  |  |  |
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|  | Toronto Solicitor Succeeds Mr. Starr as Juvenile Caurt Commissioner. |  | He Would Establish a Money Unit of Standard Buying Power. |  | For Rent |  |
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# TUESDAY MORNING THE TORONTO WORLD 



