# The Toronto Worid 

## Th ree Canadians Anıghted---Battle in Mexico Still Procee $\mathrm{I}_{\mathrm{s}}-$ Poultry Raisers Held Up VOTE TODAY FOR HOCKEN, McCARTHY, SIMPSON AND THOMPSON

OONTROLLER FOSTER'S PROPERTY, ASSESSED AT 50 CENTS A FOOT, QUOTED YESTERDAY AT SIXTY DOLLARS A FOOT

IIX CANADIANS ARE INCLUDED


A CHILLY PROSPECT




##  

|  |  |
| :---: | :---: |
| - | =6as |
|  |  |
|  | = |
| 4 |  |
| $=$ | \% |
|  |  |
|  |  |
|  |  |
|  | , |
| $\cdots$ |  |
| - |  |
| URMUSHITIRN | OuLLuownir |
| "OPELIV VEACOCT | CINBE PEOLOCEL |
| = 5m | Ex |
|  |  |
|  |  |
| - |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

THE TORONTO WORLD
Semi-ready "Lonely" Selling of YORK COUNTY .*im Suits and Overcoats


## Sale Starts Friday at 8 a.m.

Extra superlatives will not describe the greater attractions of this sale-for I am going to

## Suits and Overcoats at Half Price

And I mean just exactly half the regular "label-price-in-the-pocket." You can't mark up and then mark down a Semi-ready suit, for any novice can tell if the label is tampered
with-and that, by the way, is just-why some merchants won't handle Semi-ready tailoring.
This is a man's store-where you can buy everything to wear between hats and boots. And to avoid disappointment on the part of any single individual who calls, the sale this
year will include discounts of

20 per cent. off all new clothes, including
Dress Suits and Serges.
20 per cent. off all the R. J. Tooke Shirts, Collars and Fine Furnishings.
As well "dig in deep" while you're at it - and that's why I make this Winter "Lonely" Sale a grand rout-a sale absolutely without reserve. I lose money, but I gain when you realize the difference between real Semi-ready tailoring and the half-hundred ready-mades
that think a fancy name will deceive you. A competitor may "steal our thunder" and that think a fancy name will deceive you. A competitor may "steal our thunder" and
make a noise like a Semi-ready garment, but so can a counterfeiter make a noise like a real make a no
bank bill.

## Semi-ready Tailoring

250 Semi-ready Suits at 100 pairs of Odd Trousers at 200 Overcoats at 100 Ulisters at . Half Price All the new Suits and Overcoats and the Dress Suits an
prices:

| All \$15.00 labels at | 12.00 |
| :---: | :---: |
| All \$18.00 labels at | . 14.00 |
| All \$20.00 labels at | . 16.00 |
| All \$22.50 labels at | 18.00 |
| All $\$ 25.00$ labels at | 20.00 |
| All $\$ 28.00$ labels at | 22.00 |
| All $\$ 30.00$ labels at | 24.00 |

It is not customary to include Dress Suits, Serges and new garments in a "Lonely" Sale, and I won't be behind Hamilton $\qquad$
$\qquad$
R. J. Tooke Furnishings

Tooke Shirts-and this is the only
store where you can buy the genuine store where you can buy the genuine
R. J. Tooke Shirt--will be sold at 20 per cent. discount.
Special Shirt---Some 500 Shirts--not
Tooke-made---that are worth $\$ 1.25$ in Tooke-made----that are worth $\$ 1.25$ in the ordinary shop, will be cleared out
at 2 for :................. 1.50 Tooke Collars---all the new shapes and
sizes. Will be sold 6 for .......... 60 House Gowns, Lounging Robes and will be sold at 20 per cent. discount. Silk Cravats-call the new patterns in
silks and in accordeon-knit will be sold at 20 per cent. discount.
Collar. Boxes and all othet "Gift half-price - exactly half the plain
20 cents off every dollar means that you can buy $\$ 10$ worth of fine standard
furnishings in Hosiery, Underwear and furnishings in Hosiery, Underwear and
Winter Woollens for $\$ 8.00$.

Feel free to come and see, whether you want to wander, to just buy a 10c Collar Button for 8 c , or for any reason. You are welcome.

The Semi-ready Store
And R. J. Tooke Furnishings
143 Yonge Street




| will |
| :--- |
| wit |
| No |
| No |

$\substack{\text { chin } \\ \text { no } \\ \text { com } \\ \text { com }}$

## 







Every time you read Th
World you get something new.
always leads. Others follow.
CANOER Requerus


| Hear Candidates for Town- |
| :---: |
|  |
|  |
| \% |
|  |
| \% |
| Mat |
|  |
|  |
|  |
|  |
| Hitmem whim |
| Subantenoent oevi |
| Soin |
| tospox. ont. Dea |
| \% |
| Memem |
| \% |
| \% |
| Omom |
| \%o |
| contests in outpri |
|  |
|  |
|  |
| 为 |
| dramm |
| rindimimic |
|  |
|  |
|  |
|  |
| Wentr.seven love kidater |
| Nestor. ${ }^{\text {Deem }}$ |
| \%imeme |
| Hatme |
| MamLiton notere |
| HOTEL ROYA |
|  |





## Housekeeping, Nursery, Gardening and News of Interest to Women



## MONEY

you received as a New Years gift, invest it to
good advantage by SCHEUER'S DIAMOND RIIGS
$\$ 10$

Add money to it at your convenience, and get a
more costly one in exchange every time you do, and thus become the
owner of a gem which owner of a gem which
will prove a joy forever, and a
well.

## SCHEUER'S

90 Yonge Street

several styles of Electrical Coffee Percolators you see
in the Hydro Shop. They make only rlch, delicious velvety coffee, without the use of eggs or strainer. Cosi (Electrical Toastorse, toon, make toas
Toronto Hydro Shop
226 Yonge Street Adelaide 2120

THURSDAY, JANUARY 1,1914



HOW TO GET IT ALMOST FREE
 40 Richmond Street West, Toronto, and 15 Main Street
6 cunform 98 c Secrut the $\$ 2.50$ Vohme
 6 counons 68 c Secure the $\$ 1.50$ Volume OUT-OF-TOWN READERS WIL ADD 24 EE EXTRA FOR POSTAGE



## WE DELIVER BREAD ON FRIDAY

Our-ovens will be going full blast to insure our customers a full supply of fresh bread on Friday, January 2nd. Do not over-order on Wednesday; leave room in your bread crock for a fresh loaf Friday.

LAWRENCE'S HOME-MADE BREAD

## On Regular Delivery Friday and Saturday

Lawrence's is the Big Loaf for Five Cents:



CHIE'S Department


## ote For <br> $\qquad$



JOHN CATTO \& SON

## W. Extend to One and Our Best Withes for <br> A Happy <br> and Prosperous New Year

JOHN GATTO \& SON ${ }^{2} 5$ to 81 King st. E, Toronto
Vote For
Hospital Bylaws

## Murray-Kay Limited

## The January FurnitureSale



## 10\% to 50\% Reductions On All Furniture in Stock

Murray-Kay's Annual Furniture Sale in January has come to be recognized as one of the great trade features
of the year, and is looked forward to and calculated upon rooms or the purchase of additional pieces of furniture. The outstanding features which have marked the sale ev First, in the high quality of the furniture offered
The whole collection represents intelligent selection from the piece has been made or bought for sale purposes. and abroad.
Second, in

## On a Great Many Pieces Special Reductions Rang

 ing From 20\% to 50\% Will Be in Effect.All furniture not se marked will be subject to a price reduction of at Least 10 Per Oent.
The following list deserves careful reading. It is fairly for dining-rooms, living-rooms, a a ind bedrooms
Thentative of the large sions made during this sale. Nothing is exaggerated. Both the regular prices and the reductions
are clearly and truthfully stated.

 | Bnglish cabinet maker. A Sheraton | $\begin{array}{l}\text { mahogany frame, softly upholstered } \\ \text { seat, back and ends. Regular price, }\end{array}$ |
| :--- | :--- | :--- | design, hand made, of fine mahog-

any, with inlaid bands and any, with inlaid bands and brass rod
at
back. Regularly
$\$ 125.00$
for,,$\$$ Ror $\$ 62.50$
Sideboard, No. 921 .-Another Sher aton reproduction, built of selected highl-grade mahogany, with crotch
mahogany front. $\AA$ fine example of English cabinet work, extra well fin ished inside and out; length 6 feet. Regularly $\$ 160.00$, for $\ldots$.... $\$ 88.00$ design, in fine mabogany, with bands of inlay, width 4 feet, grill centre panel, two bent
green sass doors, lining of
gilk. Regularly China Cabinet, No. 92.-A handsome period design (William and Mary), produced in fine mahogany of a rich,
dark shade, width 4 feet 10 inches;

The January Sale of Eletric


# Boxing <br> combs smat ${ }^{5}$ sof Fmomit $*$ Hockey Whitby 1 Trotting <br> Entries for Toronto D.C. 

## GUNBOAT SMITH V. ARTHUR PELKY MEET TODAY AT SAN FRANCISCO

## PARKDALE SWAMP WHITBY JUNIORS

Opening Fixture Supplied
Poor Brand of Hockey-
Poor Brand of Hockey-
Easterners Helpless.


| - Ceores Clothes <br> GREETINGS. <br> R. Score \& Son, Limited, take this opportunity of wishing their patrons and friends a PROSPEROUS NEW YEAR. |
| :---: |
|  |

BANK LEAGUE READY FEDERRAL LEAGUE
FO



The time is past when it was thought sacrilegious to enjoy the good things of life. Beer, even though a strength giver and invigorator, was , tabooed in some homes simply because it was a delightful beverage. Now more families than ever have a case of

Cosgraves (Chill-Proof) PaleAle in the cellar or the refrig erator at the home. It is
not only a delightful bevnot only a delightful bev-
erage, but it sends fresh erage, but it sends fresh
vigor and vitality to every nerve and muscle cell-fine hops become transmuted into energy almost muted int

Keep a supply on hand.
Phone for a case to-day.
Brewed and bottied in the
COSGRAVE BREWERY

H. CHAMPIONSHIP








## On this first day of a New Year we aim to impress on every purchaser of a motor car-.-yes, on every citizen --how much his own personal interests are advanced by the developments in Canada of a manufacturing enterprise of the size of ours. <br> The building up of such an industry requires years of time and large expenditures of money, but it has a real value to every citizen to an extent that few realize.

\$3,711,532,00 IN WAGES. MATERIALS, ETC
In the past two years this Company has paid out for wages and salaries in Canada the sum of $\$ 1,67.8,132.00$. In its own shops and offices百
This is only part of the employment afforded. Although the Company manufactures the greater portion of its cars, it buys raw maerials and supplies outside, such as lumber, steel, rubber, rubber tires, bodies, leather for upholstering, for belting, oils,
lectric fixtures, glass, plate glass, brushes, brooms, actory supplies, building materials, structural steel hair for upholstering, canvas, bolts, nuts, serews machinery, paints, varnishes, catalogues, printed material, electricity for power, gas for lighting and manufacturing purposes, and a host of other mino tems.
So great a volume do these attain, that in the two years, our purchases amounted to the sum of anadian cor rations and firm

Made Uo to a standard

## A NEW CITY

The area of the City of Toronto is (roughly) 34 square miles, or 21 , 600 acres. The population in 1912, according to the Police Census, was ize is responsible for the population of a district comprising (roughly) 400 acres, populated at the average density of the City of Toronto.

If this business is developed to double its present size, it meane the addition of another 8,000 people to the country's than any of the following: Collingwood, Lindsay, Orillia or Oshawa in Ontario; New Glasgew or North Sydney in the East; Portage la Prairie, Pince Al-
bert or Medicine Hat in the West
Is there a public corporation manufacturing firm, merchant; newspaper, real estate dealer, or probenefit by the growth and extension of indirectly, industry?

Other manufacturers should consider what it means town in imported cars to meetings and conventions to boost the sale of "Made-in-Canada" " goods, in which they themselves are interested. Is their position sound?

## WHAT IS THE CONCLUSION?

Should everyone buy a car from our company because it is made in Canada? No 1 They should buy the car which suits their requirements, which, according to their peculiar needs, offers the most for their
money. But this much we are confident is clear from the above, viz: nat bofore they send their money away, they should try the car prouced at home. We have no quarrel with the man who looks over our goods and, notifinding what he wants, buys elsewhere. But are the or for any other reason, purchase cars from abroad, and send thessness, ey, made in Canada, to the building up of rival cities across the line without an inspection or test of that which is now produced at home?

We have oniy one request to make, That you who are in the market for the season o 1914, resolve that, before purchasing elsewhere, you will inspect and try the car in which you have such a direct interest

This is all we are entitled to. A manufacturer in Canada has no right to expect more. Nor do we
The Russell car has been developed to a point where it asks no favors. Steadily, year by year, there have been built into it qualities of excellence of which many who purchase outside have conception.
We invite your business on merit alone. We expect it on no other basis.

## RUSSELL MOTOR CAR COMPANY, LIIITED

Head Office and Factory :
WEST TORONTO
Demonstration Arranged at 100 RICHMOND STREET $W$ TORONTO.
LRANCHES: Toronto, Hamilton, Montreal, Winnipeg, Calgary, Vancouver, Melbourne (Aust).


7hat Son-in-Law of Pa's
 By G. H. Wellington




## VOTE SIMPSON

FOR BOARD OF CONTROL

## LABOR'S

 CANDIDATEs Time for
Change
ELECT oseph E. hompson Controller COMMISSIOMER OF IMDUS.
ORR THE GITY OF TOROWTO lephone Main 6000

WARD $\frac{4}{2}$ | A -- Fearless |  |
| :--- | :--- |
| 54 |  |
| 4 |  |
| 4 | Vote For |

## Vard 5

Assistance To Re-Elect TAGGART

Board of Education For t914-1915 Be Appreciated n Ex-Teacher, Now CITIZEN -ODAY

THURSDAY MORNING. LOW ASSESSUENT ON INCOME

He Made Out the Statement Himself on File at the Assessment Department, Showing That He is Assessed on Only One Thousand and Sixty-Two Dollars. Thomas Foster, who hat been alder- many thousanas of dollars. How muen
man tor 11 years and controler for
his Income
limsers.


 WINTER SERVICE From Portiand, Mo, to Liverpool, Direct Canada, Jan. 3, at 10 a.m. Dominion, Jan. 24, at $10 \mathrm{a} . \mathrm{m}$.

 WINTER CRUISES

 CANADIAN PACIFIC


LINER ADS
5




## Linensin the January White Sale


 FLLNNELETTE BLANKETS RELUCED TO CLEAB AT SLO PAIR.


 Pati Se BLEACHED SHEETINQ AT ZOOYARD.






Warmth for Winter Winds Daintiness for Winter Pieasures








The January Black Silk Sale


 menis har


## Jewelry


 Special Picture Framing
Prices for January

 all antique finishes of old, gold
and siver.
Koots Slippers \& Mat Minor). at Friday Bargain Prices










FIRST•DAY OF SIMPSON'S JANUARY: SALES

That Happiness and Prosperity may be your lot during the year about to begin is the earnest wish of

## The Robert Simpson Còmpany

The Store will remain closed To-day, New Year's Day.
Friday morning we will launch our January Sales, Stock-Clearing Sales, and White Sale, with a huge bargain day such as has never been equalled in the store for wealth of opportunity.

You are invited to be present at this first bargain day of 1914, and are assured of the heartiest possible welcome.

## The January Sale of Whitewear

The great event of January, the White Sale, is ushered in by a list that is representative of the values to come. Numberless lines enter into the splendid stocks, and every price is special.
The Sale begins at 8.30 o'clock Friday morning.


A $\$ 3,00$ O. O. A. LA GRACS MODEL, $\$ 1.79$
A charming C. C. a la Grace Corset, in the latest straight tip shaping; extra fine, white coutil;
 PRINOBSS SLIPS
Slip of nainsook, dainty embroidery yoke, run with silk ribbon, embroidery. edges on
arms, deep flounce of embroidery. Sizes 34 to 42 bust. Regularly $\$ 1.50$ Friday ... . $\$ 1.01$
Slips of fine nainsook, yoke of embroidery, linen lace edges on neek and arms, silk draw
 EXOEPTIONAL CHOIOE IN COMBINATIONS.
Combination Corset Cover and Drawers, allover embroidery, front run with silk ribbon, neek,
arms, and drawers edged with Val. .ace. Sizes 34 to 42 bust. Regularly $\$ 1.50$. Friday..... $\$ 1.00$
 WONDEREUL VALUES IN DRAWERS.
 PRETTY COESET COVERS. extra deep lace yoke run with silk ribbon, lace edges on arms,
t. Friday special $\ldots . . . . . . . . . . . . . . . . . . . . . . . . . . .25 c ~$ \$16.00 MATCHED BRIDAL SETS AT \$11.50.
 Combination, Underskirt, and Drawers- of very fine $p$ sinsook and heautifal eyelet embroidery,
beading, insertion, and deep flounces. Set of six pieces, regularly $\$ 16.00$. Friday ...... $\$ 11.50$ NIGHT GOWNS, ORISP AND DAINTY.
Our range at this most popular price has never been surpassed. Slip-over, high neck, and $\mathbf{V}$.
neck styles, in fine cotons and nainsooks, with tr ming of Vallenciennes lace or dainty em.
broidery. Lengths $56,58,60$ inches. Friday spe ial A Charming Night Dress in semi-high neck styll, made of extra quality nainsook, yoke of
very pretty embroidery, run with silk ribbon and finished with tucks, cmbroidery ruffles on ol
bow sleeves. Liengths $56,58,60$ inches. Friday siece al SPEGIALS FOR GIRLS AND IMFANTS.
 Girls' Prineess Slips, nainsook, embroidery flounce, embroidery edging on neck and arms
silk draw ribbon in neck. Sizes 6 to 16 years. Fr PERFEGTFITHING UNDERSKIRTI.


Men's Overcoats \& Ulsters Begular $\$ 10.00, \$ 12.00$, and $\$ 12.50$. special $\$ 6.95$. Broken lines and odd sizes, also a clearing line of Men'
Uliters from a leading manufacturer. The colors are grey पlsters from a leading mannfacturer. The colors are grey and
brown, in heavy diagonals, also plain patterns, made up single
and double-breasted, with convertible storm collars, well tailored and double-breasted, with convertible storm collara
and perfeet fitting. Sizes 34 to 44 . To clear at .

MEN'S ENGLISH TWEED SUITS.
Regular $\$ 10.50$, $\$ 12.00$, and $\$ 13.50$, for $\$ 7.45$. In English tweeds, medium and heavy Winter weights,
sorted patterns, dark grey and brown grounds, with neat colore sorted patterns, dark grey and brown grounds, with neat colored
stripe effects, made up in single-breasted, three.buttoned style
lined with fine twilled mohair lining. An excellent suit for busi lined with fine twilled mohair lining.
ness wear. Sizes 34 to 44 . On sale at

 M5.00. BOYS' BLUE SERGE DOUBLE-BREASTED SUIT





Friday's Grcery List


