


CHILIWAN ARO ACHESOH COMMITTED FOR THIIL

OHH FOP SMME
Two Inches of Then Would Suit the Merchants Fine - Green Yuletide laying Havo With Trade,
$\qquad$
$\square$


## - <br>  <br> 









## Hockey <br> News Gossip <br> Bowling ${ }_{\text {Sogese }}^{\text {Loret }}$

## GETHIMAPAIR EATONIIS WIII THREE

 finest of Morocco-in black, price $\$ 3.00$ pair-

## For $\$ 1.75$

They are manufactured by Hazen B. Goderich, the finest maker of Slippers and Evenhave a large variety of Men's Traveling Cosy Slippers, with leather cases to match
cases separate- $\$ 1.25$


Men's storm calf, tan and beels, rubber seles and
hegular $\$ 6.50$, for heels.
$\$ 4.45$


Youths'

## Boys'

Men's
$\qquad$


JOHNCUINANE


## EATON'S

Bargain Event in Men's Ties, Regularly 50c and 75c, Rush Out at 25c


One man needs a tie of a certain shade to please his taste or match the suit he hapens
a tie of a totally different color. This range of bargain ties is
so very large that we believe we can please all. There's practically every shade you can think of-red, blue, brown, green, but floral, conventional, bias and other stripe effe
four-in-hands, with either folded or elosed ends Oome early and
Friday bargain
T. EATON C



## SLATER SHOE STORES

 117 Yonge Street and Corner College and YongeMay it
Please the
Gentlemen of Toronto
We are Holding for the Next Two Days Another Sale Extraordinary

## MEN'S B00TS

All told- $\mathbf{1 , 8 5 1}$ pairs in this purchase of Men's HighGrade Winter-Weight Boots. You may be absolutely certain of the quality, or they would not be here. Made by shoemakers famed for their hand-built work-tan and black heavy waterproofed calf-some of them calf-lined-some of them bellows-tongued-some of weather-goods chances that a man could buy anywhere or any time. And with the lot some very fine and fashionable lines in patent leathers, and gunmetal tyles-high and low heels, \$7, $\$ 6$. lar selling prites-but we crowd
them all into one big clearing lot them all into one big clea
at a very popular figure.

OPEN EVENINGS
SLATER SHOE STORES
117 Yonge Street and Cormer Coliege and Yonge
the toronto world
The Toronto World ${ }^{\text {I }}$

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FOUNDED 1880.




Cashier Gold - filled hunting case
WALYHAM
movement...

Ladies Cashier
Gold - filled Hunting
Case set with fine quality diamond, WALTHAM $\$ 18.00$ Ladies' 14-carat Solid
Gold Hunting Case, WALTHAM
movement

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IS GAOWHE FAST
Pure Water
Here to Stay

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\begin{aligned}
& \text { T. M. Humber Jumps Into Ward } \\
& \text { Six flight -Ald. Hilton } \\
& \text { Stays in Ring. }
\end{aligned}
$$

xime

Gas In
The Winter


## NOT THE GREAT CIRCULATION QUESTION!

DURING the month of November, several anonymous articles, written by one who was evidently ashamed of his name, appeared in The Montreal Daily Star. Both the writer and The Star seem to claim the honor of being the diseov erers of some dark and dreadful secret, brought to light, as sta ted, by laborious research into the minutest details of the circulations of the various Montreal newspapers.
We expected a choice bit of scandal, but were sadly disappoint ed, at the end of about thirty days, when the whole thing turn ed out to be only a stage setting for the star actor's part. Maybe we were too dense to get the real meaning of the play, but the whole thing looked to us as if The Montreal Star had been taking a course in contortionism in order to be able to pat itself on
The back. articles were worded in a way which would lead anybody unfamiliar with the circumstances to believe that there had been some recent demand among the Montreal advertisers to have the circulations of the city's newspapers looked into.
We know of no recent request for any examination, but if

## REAL FACTS

LAST year there was a request from some of the large advertisers for an investigation of this kind
and we glady allowed the autitors free access to our circculation records, accounts, or anything the
desired to look into and we glady allowed the auditors free access to our circulation records, accounts, or anything they
desired to look into, and we co-operated with them in every way in order to give our advertisers
act statement of just what they were paying for an exact statement of just what they were paying for.
If this is what Mr. Advertising Agent is referring to, If this is what Mr. Advertising Agent is referring to, it's no wonder his great disclosures did not create any
panic among La. Presse's advertisers, as the statement, as far as La Presse is concerned, failed to tell them panic among La.Presse's advertisers, as the statement, as far as La Presse is concerned, failed to tell them
anything they were not alreaty aware of. Furtherm ore, we had hundreds of copies of this complete statement made and sent out months ago.
We wish for nothing better than to be allowed to le ave people in peace to work out their own destinies,
and we do not desire an argument with anyone, but we feel in this instance that to those unfamiliar with and we do not desire an argument with anyone, but we feel in this instance that to those unfamiliar with
the circumstances, The Star statements in the advertisement published in The Toronto World on December I3th are misleading and liable to caise our advertisers and others to believe that we are not giving them fair value in circulation for the rates we ask for our adver tising space. The fact that La Presse has an American edition seem s to be the vital point in the wonderful disclosures Mr Advertising Agent talked so much about, but he overlooked one of two important points, namely, that our
advertisers are well aware of this fact, and also that there is a clause in out contract forms which reads as follows: "Owing to the new postal convention between Canada and the United States, tending to in-
crease expenses to an extent almost unbearable to an $y$ newspaper, the publisher cannot insert all their adcrease expenses to an extent almost unbearable to an y newspaper, the publisher cannot insert all their ad-
vertisements in the edition destined to be sent to the United States, and consequently cannot promise any advertisements in that edition unless special arrangements to that effect have been previously agreed to."
That means to say that our advertising rates are based solely on our Canadian distribution, as every adThat means to say that our advertising rates are based solely on our Canadian distribution, as every ad-
vertiser can see by comparing our charges with those of The Montreal Star. vertiser can see by comparing our charges with those of the Montreal Star.
The value of any newspaper to its advertisers depends upon its paid circulation being distributed where
it will bring returnis to the largest majority of its ad vertisers. In this connection let us compare La Presse it will bring returrris
and Montreal Star.

HE Montreal Star claims the largest circulation of any Canadian daily paper in Canada. body else can go by; so long as they are certified, The Montreal Star has not the largest circulation in Canada.
La Presse clains, and has, the largest circulation of a any Canadian, daily paper, even in Canada, and espe-
cially in the Province of Ouebec.
We also claim for La Presse the distinction of being the most valuable advertising medium in Canada, be
cause it covers a field in which there is practically a strong competitor. Can The Montreal Starat claim the same thing? La Presse's subscribers pay $\$ 3.50$ per
year for the per year for the epaper, while thousands of The Star's circ ulation is distributed, on accourt of its low price o
\$1.oo per year, to country subscribers, where the ground is already well covered by the papers of Toronto and other Ontario coities, as well as those of the Marit ine and Western Provinces. Can this circulation be as valuable to its advertisers as it woull be if The Star had practically this whole. field to itserculf? If so, we
will willingly admit that we know nothing about what constitutes a will willingly admit that we know nothing about what constitutes a good advertising medium
We did not start this argument, but we feel that the advertisers who have confidence enough in us to give
us a share of their appropriation are entitled to know the facts we have stated herein us a share of their appropriation are entitled to know the facts we have stated herein, and we will close
with a comparative statement of circulations of both La Presse and The Montreal Star for worn a comparative statement of circulations of both La Presse and The Montreal Star for the month of
November, 1911. Study the figures carefully. They will show our reason for not letting The Montreal Star or any other Canradian newspaper endeavor to make it appear as though we had anything to keep under
cover. If. The Montred Star can show any better reasons for the rate it charges its advertisers for space than L

Comparative Statement Showing Circulations of La Presse and the Monireal Daily Star for the Month of November, 1911
Below you will find the sworn daily figures for La Presse 's circulation for November, 1911, dissected to show distribu tion, also the figures which The Montreal Star published in Toronto advertisement on December 13th, showing its circulation.
We would like very much to see The Star's circulation di ssected as ours has been, as we believe it would settle once an d for all any argument as to the merits of either paper as an advertising medium

## LA PRESSE

NOVEMBER, 1911


If you are advertising in La Presse, or contemplate doing so, any further information you may desire is ready for you. You merely have to ask for it.

## Montreal <br> LA PRESSE

## Montreal Star

## USE I <br> "H



| SUMOERLLANO NHTH <br> FHIR GREATEST EUEB <br> Farmers, Visitors and Buyers Throng the Market and Admire Prize Winners | FIRST HANDS |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | For Xmas Holidays | IR'S | COMPARTMENT CARS OTTAWA and MONTRE 10.00 P.M. DAILY $\qquad$ <br> Ar: Mrawa |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  | FARE AND ONE-THIRD |  | From Union Station to Montreal and Ottawa a.m, and 10.30 p.m. Dally |
|  |  |  | \% |  | soe |  |
|  |  |  |  |  |  |  |
|  | For the last three days before Xmas we are offering all |  |  |  |  |  |
|  | Pearl Set Brooches, Diamond Set Brooches, |  |  |  |  |  |
|  | Pearl Set Neck Chains and Diamond Rings, Diamond Set Lockets, Diamond Set Links |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | LOOK IN OUR WINDOW. EVERYTHING IS MARKED IN plain figures so you can make no mistake. |  |  |  |  |  |
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|  | S. M. GROSSMAN, 254 Yonge St. <br> OPEN EVENINQS |  |  |  |  |  |
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|  | EEECTRIC LINE <br> FOR GOLD BELT <br> Berlin Road Wants Increase of Capital - Kingston Wishes to Guarantee Bonds of New Hotel, $\qquad$ |  |  |  |  |  |
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|  |  | TORCLTU BEELY NOW <br> FOi TUEES--HCCEEA | Ward 2 |  |  |  |
|  | geary Speaks f |  | VOTE FOR BLOOR |  |  |  |
|  |  | FOi TUEES-HCOKEN |  |  |  | ALLAN LIN |
|  |  | Connecting Service From West Torontc-W. F. Maclean |  |  |  | Steme |
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Another Heavy Slump in Hollinger--Good News on Vipond

## Marked Weakness of Hollinger GOME EXTENSION SWISTIKE PAESIOENT Puts Check on Whole Market IFTER VENS IT OEPTH ISSLES STATEMENT Vipond Scores Sharp Advance, But General List Contioues Feary- <br> VIPOND <br> D <br> ational nature have take developments of a sen

 Sentiment :hows Tendency 30 Improve.

PORCUPINE
J. T. EASTWOOD
 JOSEPH P. CANHON All Pcroupine and Cobait stoith
Bought and Soid on Commlaslon
 PORCUPINE STOCK


 and Cobalt
 STOCK SELLER WANTED
$-\frac{\text { BOX 78, WORLD }}{\text { PORCUPINE }}$ LAIM FOR SAL $\$ 1000$
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Ihe Lucky Cross Mines. of Swastika, Ltd.

COLE \& SMITH

SMILEY, STANLEY: Moçaustand

PCRCUPINE STOOKS
CCBALT STOOKB 6 KIKC STREET WEST, TOROHTO BUY LREAT NOMTHERN: Information Free on Request
INVESTMENT EXCHANEE CO. L. J. Weșt \& Co Members Standard Stock Exclange
PORCUPNE AND CobALT sTocks
112 Confederation Life Building. KEITH BALFOUR \&CO

 W.J. NEILL $Q \frac{1}{\text { CO }}$


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## PROFITABLE INVESTMENTS

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## Q $Q$

Ck Exchange.
CiN. STVCK.
Ise-st, Toronto
SS \& SOV
INE STOCKS
Government and Municipal
Bonds Yielding $4 \%$ to $51 / 2 \%$

Jion Pacific Leads the Market
In a Dull, Aimless Session



$\stackrel{1}{1}$

## 

ONTARIO SECURITIES CO.
LIMITED
TORONTO, ONTARIO


# Big Doings Tonight at the Simpson Store 

Many people are so situated that they have very little shopping time during the day; for them, careful shopping is almost out of the question. For their convenience, the Simpson Store will remain open tonight, tomorrow night and Saturday night. This also enables our employees to earn some extra Christmas money.

We do not ask evening shoppers to take what is left from day-time bargains. Here are a collection of very attractive items that will be

## Offered for the First Time at 7 p.m. Tonight



45c Mechanical Toys, 23c
In the Basement, 7 o'Clock Tonight

5000 Mechanical Toy Lions, Elephants and | Tigers all to be let loose at 7 o'clock Thursday |
| :--- |
| night, also Automobiles. Regular up to 45 e .. .23 |

White Thibet Muffs, $\$ 3.75$
At 7 p.m. to-night we will put on sale in the New Fur Dept. (Third Floor), twenty-five only, White Thibet Huffs, extra large pillow shape, very best quality, eream, satin-lined. Regular $\$ 5.50$.
wight To-
A Couple of 7 p.m. Items
In Silks and Dress In Silks and Dress Goods.
Specia! Black Silk Bargains

On Sale at 7 p.m.
$\begin{array}{rlr}300 & \text { Yards only, } & \begin{array}{r}\text { Rich, } \\ \text { Black }\end{array} \\ \text { Batin Messaline, } & \text { soft }\end{array}$
Black Satin Messaline, soft,
lustrous finish, deep full black,
guaranteed quality
guaranteed quality. An un-
usual opportunity to buy
Rich. Black. Silk Dress or
Waist Length. Each-length
neatly boxed for Xmas geniving;
36 inches wide. Regular $\$ 1.25$,
$\begin{array}{lllll}\text { hursday, after } & 7 & \text { p.m., per } \\ \text { ard } \\ \text { Silk Dept } & \ldots & \ldots & . & 87\end{array}$
Delaine Waist Lengths
rooo Boxes of Silk and. Satin
Dye and finish in a fine collec.
tion of thades, also ivory and
black. Regular selling pricu
Perfumes, Brushes Smoking Sets
At Extraordinary Prices 7 p.m. Tonight 250 Perfume Baskets, including a quantity of the Vinolia make, as
sorted odors. Regula $\$ 1.00$. Special
Ladies' Hair Brushes in rosewood, solid back with pure hand-drawn rosewood with ring handle complete. Regular value $\$ 1.75$. SpeMen's Smoking Sets, value 50 c . Special .21 Toilet Dept., Main Floor

Three 7 o'Clock Specials From the Boot Dep't Tonight,

Women's Slippers, 79c
300 Pairs Women's Imported Plaid Wool Slip pers, neat turn down collar, fancy ornament on vamp ....... 79
Rubber Boots, \$1.49
90 Pairs Child's Rubber Boots, highest grade bright fimish, warm fleece lining, corrugated soles and solid rubber heels. Packed in cartons ready for gift-
giving: sizes 6 to 101 2 . Thursday, 7 o'clock .... 1.49

Men's Dress Boots, $\$ 1.99$
180 Pains Men's Boots, blucher style, patent colt, and heels, union mad izes 6 to 11. Regular vali $\$ 3.00$. Thursday, 7 o'clock ................... 1.99
\$1.25 Coaster Sleighs, 92c
Boys' and Girls' Coaster Sleighs, 4 feet long selected hardwood runners, heavy steel spring
shoes, extra strong sleigh. Regular $\$ 1.25$. Thursday, 7

## A Special Evening Dinner

will be served in the restaurant from 5.30 p. m. to 7.30 p . m. and evening refreshments will be served until 10 p. m., including banana fruit ice cream with cake, 10c.

## Clearing All These Baskets at $\$ 1.00$

Third Floor, 7 p. m. Tonight
100 Curates, Tabourettes, Standing Baskets for Babies, Soiled Linen Baskets, and some very dainty work baskets, all new goods and ranging in price from $\$ 2.25$ to $\$ 4.50$, will be put on sale at, each 170

## Sample Waists at 79c

 Tonight at 7 p . m.300 Brand New Sample Shirt Waists in tailored and lingerie effects, at one-half ordinary prices. Everything new and up-to-date in this lot, being chiefly samples for the coming Spring trade. Ordinary selling prices, $\$ 1.00$ to $\$ 1.95$. Thursday evenins, ment
For a Woman to Give a Woman

A practical and acceptable Christmas gift to most women. On sale at seven o'clock Thursday ning. Phone orders delivered next day.
600 Women's Nightdresses, fine fancy stripe flamnelette, excellent quality and beautifully made. Yoke trimmed with fancy braid, ruffle of goods on neck, front and cuffis; lengths $54,56,58,60$ inches; 32 to 42 bust measure. Regular price 90 c eacl, Thursday, 7 p.m., each

## $\$ 3.25$ for a $\$ 5.00$ Duchess

 Feather(Only Two to Each Customer)
On Sale at 7 p. m. Tonight
26 White, 48 Black Ostrich Feathers from one of the best manufacturers in England. Every feather is of extra width and 20 inches long, and has a beautiful; glossy finish. If sold regular would be special at $\$ 5.00$. Sale price

No phone order filled.

## Christmas Gaiety

is best when it's spontaneous. But did you ever notice how much easier it is to be gay if you're the recipient of some well-chosen presents? Here are some things that should make every man happy-you may get them Tonight at 7 p. m.

## Men's $\$ 6.00$ House Coats, $\$ 3.95$

## A Rare Opportunity for these most Desirable of Christmas Gifts

100 only in the lot, consisting of Imported English and American Coats, being broken lines and odd sizes from our regular stock. Thick, soft finished tweeds in neat check patterns, also plain colors in Kerseys, trimmed with plaid collars and cuffs and fancy cord edges; in the lot are sizes 35 to 44 . To clear Thursday evening. Regular $\$ 5.50, \$ 6.00$ and $\$ 6.50$. ( 7 p.m.) ....... 3.95

## Men's $\$ 3.50$ Hats, $\$ 1.00$

## A Most Practical and Up-to-date Gift

500 Men's Stiff Hats at less than manufacturers' prices. Up - to - date 1911 and 1912 shapes; best grades English fur-felt; a clearing of balances of lines; black only; not every size in each line, but sizes run generally from $67 / 8$ to $73 / 8$. Regular prices $\$ 2.00$ to $\$ 3.50$. Thursday, 7 p.m.

## Men's Underwear-Startling Prices

For fear no one knows you quite well enough to present you with some of this remarkably priced underwear, you'd better make sure of it yourself, to be in the Men's Furnishing Section at 7 p.m. to-night.

750 Garments of Men's Underwear, manufacturers' odd lots, mostly Watson's' goods. Regular 75 c to $\$ 1.25$, at 7 o'clock Thursday, to clear.. . 44 500 Garments of Men's Genuine Lambsdown Fleece Underwear, guaranteed; all sizes. Regular $\$ 1.00$, Thursday at 7 o'clock, per garment


## The StiM

