



## DAILY MAGAZINE PAGE FOR EVERYBODY*

Hints on How to be Beautiful
Try the "Silence Cure" If You Care For Beauty 5

Advice to Girls


1 Honder HELEN CLAY
I wonder if, Ihe Helen Clay,
 And everthing the to Belonging toen it habit or rabbit! Don't Be A Goon!


Noted Prima Donna Advises Masic Students by meme matzenaur

Peter's Adventures in Matrimony
促

Secrets of Health and Fappiness Moderns Must Temper Rigors of "Hardening"

| By Dr. Leonard Keene Hirshberg A. B., M. A., M. D. (Jobns Hopletins) |  |
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| to be ampervious ailke to the extremitive o |  |
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| tothe dictum of the syper-Puritans of vigor, be abieto withstand any old blin of meteorolosie Emmase- |  |
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| And | odas; |
| And many strokes, though with a little axa, |  |
| Hew down and fell the hardest-t1 |  |
| Porhaps the Spartans, thestoux and the other brave,historic crew who lost many children by deliberato |  |
| historlc crow who lost many chlidren by deliberat it exposing them to hunger, coild and \|this does not |  |
| fatigue in order to weed out the unAt, really destroyed the flower of |  |
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| where are the Spartans? Where are the Sioux? |  |
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| that a sane, midalo course that doese |  |
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| spolling the human body is the cor- |  |
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| bables mean death to the individual and race sulcide as far as the na- |  |
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| Ume destroy a Rome, beeause the |  |
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| Luxurlous are almays open to attack. |  |
| are soon forced from the stage of |  |
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| Ife when the average, middle-classItelitass make thelr bow. |  |
| days of the winter it is asways ${ }^{\text {a }}$ | Y HE |
| other persons, as to just how mucb clothing baby shall wear, or how many murfiers and overcoats the all put on. |  |
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| How to "Harden" Cently. |  |
| Ae. mater of fact there is as |  |
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| diciously to toughen the individual as it is to be aver careful in over- |  |
| drëssing him. Acute, infectlous "arthritis" or inflammatory joints, is |  |
| the costly price of too ititle elothing.Thus malady, the only true "rhenma. |  |
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| (tas, malady, the only true "rheeme. |  |
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| ever. |  |
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| and biting frosts cause. Dr. Alois |  |
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| Shasser, the eminent German physi-cian, saysthat the super-Purtan |  |
| epidemme among modera meatical men |  |
| epidemte among modern medical menof "hardening children" has been |  |
| overdone to the great cost of hite and |  |
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| To pour cold water over an infant or young child is a good tonic, but |  |
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| Good Night Story |  |
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## Columbia Grafonola

 -the Culmination of MusicalAttainment - should be your
selection for the Great Gift Day.
See how these Superior Instruments
are available to every lover of music! Is touched within touched within us, ani
the heart replies,"
-Cowper


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THE Joy of giving may be yours this Christmas in the fullest measure if you choose for your gift a Columbia Graionola.
All next year---for many years, in fact---hearts will be gladdened and burdens "Suphtened in the home where your gift finds delighted appreciation.
"Superiority" is the Columbia claim---and your gift should be superior. "Talking Machines" are a triumph in their way, but they have their limitations. When you hear a Columbia Grafonola, all preconceived ideas of musical reproduction by mechanical means are forgotten. A sensation of pleasure--of extreme appreciation, takes the place of doubt. Thee full, round tones of the Prima Donna, the thundering volume of the Military Band, the plaintive, sweet melody of stringed instruments, the irresistible, mirth provoking comic "Star".--yours to
have, yours to command at will $-\cdots$ and why not? have, yours to command at will--and why not?
Only Columbia "Superiority" has made this possible, and the pleasure is denied to no one.
COLUMBIAS may be Obtained to Suit All Tastes and Pockets, from $\$ 17.50$ to $\$ 650.00$
No self denial is necessary at this season of gladness, when such an opportunity exists for you and those whose happiness depends upon your bounty.












Giifts of Columbia Records


Be sure of the name COLUMBIA

\section*{These Columbia Dealers will demonstrate <br> Adams Furniture Co., City Hall Square. <br> J. G. Abel, 76 Queen Street West. <br> J. G. Abel, | Grafonola Co., 9 Queen St. East. |
| :--- |
| Burnett Piano Co | Burnet Grafon Co., 616 Yonge Street.

T. Clazton, Limited, 303 Yonge Street. T. Eaton Co., Music Department (5th Floor) Imperial Music Co., 291 Parliament St. <br> for you <br>  <br> License Bros., 1752 Dundas Street.
Mulholland-Newcombe Co., 313 Yonge Street Mulholland-Newcombe Co., 313 Yonge Street.
Parkdale Music Store, 1381 Queen St. West. Parkdale Music Store, 1381 Queen St. We
Frank Stanley, 14 Temperance Street. Frank Staniey, 14 Temperance Street.
Toronto Grafonola Co., 141 Yonge Street. Toronto Grafonola Co., 141 Yonge F. W. Wade, 935 Queen Street East.
R. F. Wilks \& Company, 11 Bloor St. East.
West End Phe West End Phonograph Co., 506 Queen St. W.}



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## CHRISTMAS


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 Wrist Watches On Leather strap
starling silver or

Waltham Wrist Watches
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MADE A SPECIALTY OF
ROBBING CHURCH BOXE


## XMAS 1913

For The Man Who Smokes
There can be no more acceptable gift than a Pipe．The pleasure he will derive from it will be a lasting remembrance if pur－ chased from
H．H．EVANS
44 King Street East
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| CITY CHAMPIONSHIPGAME XMAS MORNING | Pro Soccer Team Off Today for St. Louis |
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## TakeKonigsbier With

 Your Xmas DinnerMake the pleasure of the Xmas reunion more enjoyable this year by ordering a case of formigsbier
fonigsbier is a light, pure, wholesome and delicious lager, which will be enjoyed by every member of your family.
Take a bottle with your Xmas dinner this year and you'll enjoy your dinner as you've never done before.
Order a case in good time, as the demand will be so great this Xmas that if you leave it until the last minute you may be disappointed.
If your dealer cannot supply fionigsbier, order direct from us.

## DAWES BREWERIES

617 St. Paul Street, Montreal

That Son-in-Law of Pa's



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



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| PRICES REDUCED ON ALL CHRISTMAS GOODS |  |
| Stationery, Candy, Cigars, Toilet Sets, Parisian Ivory, Ebony Goods, Art Calendars, Safety Razors, Cut Flowers, Perfumes, etc. |  |
| G. E. MANSON famly butcher |  |
| We buy right and sill right. Everything for theTamiyy- Hesh Meats, Hams and Becon, Cooked Meats a Specialty. |  |
| CHOICE CHRISTMAS POULTRY |  |
| 742 Queen St. East, Corner Grant St. Phonè Gerrard 2355 |  |
| The MODEL SHOE STORE |  |
| 2042 QUEEN STREET EAST <br> an fit and please Ladies, Gentienien and Idren to the best made Shoes and at the right |  |
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| For evening wear at home, you can't beat our Romeoadd Juliet Slippers.Once a Customer-Alwayş a Customer |  |
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| 165 Queen St. East | n St. East Phonof (Ber |

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## TURSDAY MORNDNG

## THE TORONTO WORLD'S CO-OPERATIVE CASH BUYERS' CLUB CUTS THE HIGH COST OF LIVING



## W. J. SNELL

A latre stock of the finest GRioczries, PRO
VISIONS, Flour and Feed, at right prices VISIONS, Flour and Feed, at right prices. We make a specialty of Teas, Coffees and Spices, that
are sure to please.
PHONE JUNCTION 345 ALDERSON BROS. -
ill supply you and please you with the finest in
resh and Salt Meats, Butter, Eggs, Canned Goods and Vegetables in Seaso CHRISTMAS POULTRY OF THE FINEST STANDARD MEAT MARKET 1754 DUNDAS STREET

## Meats and Christmas

Poultry Fred Roseblade



## JAMES BAMFORD <br> 29 ST. LAWRENCE MARKET

 Breaks the High Cost of Living$\qquad$



The "UNITED" Coupons and Certificates reduce the high cost of living-WHY? Because in place of the discount of 5 per cent., in cash offered with every $\$ 10.00$ purchase, The United give their coupons and certificates, which are valued at the rate of 7 per cent. to 10 per cent. in premiums.
Save Our Coupons and You Save Money LADIES-make HIM give you the Coupons and help you win the $\$ 50.00$ cash discount offered by the Co . Operative Cash Buyers Club. The United Coupons are receipts for face value and at the close of the contest the Co-Operative Cash Buyers Club will return your coupons.

LADIES, visit our Premium Station, 71/2 QUEEN ST. EAST

Cut the High Cost of Living
By Purchating HARDWARE, PAINTS, olls, Plumbing \& ELECTRICAL SUPPLIES

## From

The RUSSILL HARDWARE CO. 126 EAST KING ST.

## RICHT PRICES

Prompt sesvice

## Fr ompthe Farm to the Table. <br> Chatsworth Marketing Association

## is an association of Chatsworth County farmers to supply the best in Farm Produce, as Meats, Xmas supply the best in Farm Produce, as Meats, Xmas Poultry, Eggs, Butter, Lard, etc., at most reasonable

 prices. 1105 DUNDAS STREET

For the Best in Groceries,
Fruits and Provisions
S.J.MILLER \& CO.

The Select Grocerb, can fil your every want at prices that eut the hight
cost of living. Butter and Eggs a Specialty sit either of our stores and it will pay your. Phone Orders Prompthy Filled.
Cerner Carlaw and Langley Aves. Phone Gerrard 1796 Corner Queen and Crawford Sts.

THE BIG UP-TOWN DRY GOODS STORE
WALKER'S
 The Clayton Meat Market Co., Limited

 113)

All kinds of Fresh and Salt Méats, Christmas Poultry. We give for every cash purchase a Discount of 3 Per
Oent. in Cash. BIRKETT BROS. (Reg. Birkett, Prop.) Select Foreign and Doomestic Groceries, Fruits, etc.
Flour and Feed.
For Quality Goods and Prompt Service phone
Junction 8 .
1916 Dundas St. W, Cor. McMurray Av.
JOHN SCHAEFER GEO. THOM SCHAEFER \& THOM

## PURVEYORS

Two Stores:
 XMAS POULTRY at both stores.
Phone Main 5854 . 336 and 338 Queen St. E.

## MILLER'S <br> FAMILY GROCER

Fruits, Vegetables, and Xmas Poultry Fish Our Specialty

Phone College 7977
WM. ROBERTSON
537a Bloor St. West
Cor. Bloor and Lippincott St. GROCERIES and PROVISIONS of the Finest Quality at the Right Prices? Your order
will receive our best attention Phone Junc. $1248 \quad 1261$ Bloor St. West

## A. H. MOORE

## GROCER-BUTCHER

FRUIT, FISH, \& OYSTERS We can supply your every want for the table, in the
finest quality at the lowest prices

## hone Park 4308. 91 Roncesvalles Av

J.B.WESTLAKE BUTCHER

Fresh and Salty Meats, Vegetables and Fruits. Fine XMAS POULTRY | Wo Make a |  |
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| Specialty of | RUSsell's our mito |


All kinds of Pancy Fruits and Vegetables in season Telephone your order-Park 2744 -abeables we win wiason de fthe West End.

For Fresh Cut Flowers, Wreaths and Bouquets,

## PARK FLORISTS

can supply you with the finest selections in the city,
and at a price that helps cut the high cost of living Call at 321 Roncesvalles Avenue, or Phone Park 2319.

Phone College 7692 W.S.MOULDS

922 Bloor St. West Prompt delivery of Choice Groceries, Fruits and
Cooked Meats. Our goods are tempting

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MAKING
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| ON A HUGE SCALE <br> Chices at Cower for All Grains-Visible Wheat Plentiful. | SUGAR MARKET. | American Lambs Again C signed for Sale at Union Stock Yards. |
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|  |  WINNIPEG GRAIN MARKET WINNIPEG, Dec. 22.-Local receipts to |  |
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|  FARM PRODUCE, WHOLESALE. |  |  |
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## THE TORONTO WORLD

GOUIN ASKED TO NAME
A CROWN PROSECU

uction Sale Wednesday
December 17th
Horses, Harness,
Blankets, Rugs, Whips Etc., Etc.

## PRIVATE SALES DAILY Sal - NO CHARGE FOR

We Have an Extra Good Lot ot
Express Hores in Stock.

LOWER TELEPHONE RATES
URGED IN NEW YORK CITY Argued That Subscribers Pay Two
and a Half
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Annual-

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PROPOSED BYLAW




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| VETERAN CORRESPONDENT NOW IN RETIREMENT |  |
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| Bennett Burleigh Twice Condemned to Death in American Civil War. |  |
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| Mr. Burleigh is a familiar figure at the Bisley July meeting and is well known to many Canadians. |  |
| FRESH ERUPTIONS HAVE OCCURRED IN AMBRIM PARIS. Dec 22.-(Can. Press) |  |
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| Hebrides group, according to a reportreceived today from the French |  |
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| steamers rescued. 1300 natives. No Europeans or Americans have been injured or killed. |  |
| EXPLOBION on roval train. <br> ROSTOCK, |  |
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| before the arrival of Dowager Empress |  |
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## Sime the Simp

By Ed.Mack


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## The Simpson Store Will Be Open Tonight

For the benefit of those who cannot do their shopping during the day-time the store will be open two evenings this week, Tuesday and Wednesday, until 10 o'clock. The following specials will be on sale tonight at 7.30:

FIRST FLOOR



## Wednesday Specials on Sale at 8.30 a.m. Tomorrow in This Column. <br> Men's Handsome Overcoats at $\$ 10.95$

## clearing sale of overcoats, regulariy $\$ 15.00,818.00, \$ 20.00$ and

 These OVercoats and Ulisters are broken. Hines from regular stock; Just a tewsizes of any one 1 Ine, and everyone at a saving of dollars; they are made trom English sizes or any one line, and everyone at a saving of dollars; they are made from Englisg
coatings in plain browns and grays, and fancy striped patterne; singie-breasted fy
 A great varioty of ofoths and patterns; plaina blues, blacks and grays;
Englist tweeds and worsteds; all beautifuly tailored in the best-fitting, MENS CHRISTMAS Howse coats.
The cuifs. Price are
In platn gray or brown, with fancy platd cuifs and
ant inom
Men's Mufflers That Were $\$ 1.50$ to $\$ 4.50$ for 98 c
Pure elikk, silk mistures, wood fibre or meircerized materials, all odd Jines, mostiy
knitted. Regulariy $\$ 1.50, \$ 2.00, \$ 4.50, \$ 3.00$ and $\$ 4.50$. Wednesday ........ $\$ 8$

















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## FOURTH FLOOR

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## FIFTH FLOOR



## SECOND FLOOR





## THIRD FLOOR



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Kindergarten Sets
for $\$ 1.00$


Some Special Values in Rugs $-2 y=2$

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In the Candy Section $x^{2}$

