

THE COLLEGE BOOK STORE

There's a Fine Christmas Spirit All Around Here

It is seen and felt by the multitude who enjoy the sights, who meet each other at the counters as they go about.

The plentitude of seasonable articles of every kind, and the roominess given to the comfort of visitors in having access to them, is a manifest satisfaction.

The absence of the dust, usual in stores, is noticeable, so also is the presence of good fresh air everywhere.

FOR THE FRIEND WHO ENJOYS MUSIC

Complete vocal scores of the following Opera Successes: The Little Cafe. Now playing to tremendous success at the New Amsterdam Theatre, New York, with Miss Hazel Dawn of the "Pink Lady" in the leading role.

The Quaker Girl. The biggest success in recent years with Miss Christie Macdonald in the leading role.
The Firefly.
The Quaker Girl.
The Count of Luxembourg.
The Girl on the Film.
Oh! Oh! Delphine.
The Pink Lady.

TOYS, DOLLS, GAMES

The largest line in the city and at prices to meet the purse of everyone. Bring the children to visit the Toy and Doll department.

Games: You probably have never seen such a variety—games with a purpose.

ENGLISH IMPORTED LEATHER GOODS

Ladies hand bags in all qualities of finest leathers. Ladies' and gentlemen's brush sets. Ladies' sewing sets. Dressing cases. Toilet cases. Travelling cases. Music Bells and Cases from 75c. to \$8.00. The finest and largest assortment ever shown in this city.

All the standard poets in cloth and finest leather bindings at prices to meet the wishes of everyone.

ROBERT W. SERVICE'S BOOKS

This list of books is specially recommended for your friends in the U. S. and the Old Country.
Rhymes of a Rolling Stone.

Songs of a Sourdough.

Ballads of a Cheekako.

Prices from 90c. to \$2.00, according to binding.

ALLCOTT'S "LITTLE WOMEN"

Edition de Luxe illustrated with eight full page illustrations by Harold Copping, boxed. Price \$3.00.

BIBLES AND HYMN BOOKS

The largest and most complete line of Bibles carried in the city and being directly imported from the largest and best Bible publishers in England, the prices are much lower than are asked elsewhere.

FINE STATIONERY IN DAINTY HOLIDAY BOXES

The Geo. B. Hurd line of Finest Boxed Papeteries ranging in price from 25c. to \$8.00.

ART CALENDARS AND CHRISTMAS CARDS

The Gibson Art Co., line of finest Christmas, New Year's cards, booklets and post cards. Acknowledged to be the most excellent line now in the market. Prices from 5c. upwards.

PICTURES, FRAMED AND UNFRAMED

A very large assortment ranging in price from 15c. to \$20.00.

BOOKS: For every member of the Family.

Toy Books.

Children's Books.

Books for Boys.

Books for Girls.

LATEST FICTION

The Broken Halo, by Florence Barclay.

Threads of Grey and Gold, by Myrtle Reed.

Otherwise Phyllis, by Meredith Nicholson.

Peg O' My Heart.

V. V.'s Eyes, by Sydnor Harrison.

T. Tembaron, by Francis Hodgson Burnett.

Do Your Shopping in the Morning at the Big Store.

We have gathered the finest holiday stocks in our history and have displayed them so as to present their freshness, charm and variety, for easiest possible inspection, in this great, modern business building, brilliantly lighted, with broad aisles and admirable ventilation.

Hagar, by Mary Johnson.

The Business of Life, by Robert Chambers.

The Woman Thou Gavest Me, by Hall Caine.

Latest Reprint Fiction at 50c.

The Iron Woman, by Margaret Deland (advertised by Toronto's largest department store at \$1.25).

The Price She Paid, by David Graham Phillips.

Ben Hur, by General Lew Wallace.

Mistress of Shenstone, by Florence Barclay.

The Wild Olive, by Basil King.

The Inner Shrine, by Basil King.

Christmas Eve on Lonesome Hill, by John Fox, Jr.

The Root of Evil, by Dixon.

Maggie Pepper.

Winning of Barbara Worth, by Harold Bell Wright.

Calling of Dan Matthews, by Harold Bell Wright.

Shepherd of the Hills, by Harold Bell Wright.

Printer of Udells, by Harold Bell Wright.

Torchy, by Swell Ford.

Spinner in the Sun, by Myrtle Reed.

The Master's Violin, by Myrtle Reed.

Lavender and Old Lace, by Myrtle Reed.

Common Law, by Robt. W. Chambers.

Freckles, by Gene Stratton Porter.

The Girl of the Limberlost, by Gene Stratton Porter.

THE GIFT BOOK OF THE YEAR

Poems of Pleasure and

Poems of Passion, by

Ella Wheeler Wilcox,

Illustrated with 20 full page

illustrations by Dudley Tennant.

Books by Ella Wheeler Wilcox. The most widely read poet of the day. All of the publications of Miss Wilcox in prices ranging from 25c. to \$6.00.

We Offer
**ONTARIO
TOWNSHIP
DEBENTURES
TO YIELD
5 1-2 per cent.**
**ONTARIO
TOWN
DEBENTURES
TO YIELD
5 7-8 per cent.**
**WESTERN SCHOOL
DEBENTURES
TO YIELD
7 3-4 per cent.**
**WRITE FOR LIST
Brent, Noxon & Co.
Canada Life Bldg.**

WE SELL
Scranton Coal Co's Coal
Selected from the celebrated
Richmond No. 4 and Ontario No. 1
Mines, the best Anthracite Coal
Mines in Pennsylvania.
Place your order with
THE JAS. SOWARDS COAL CO.
North End Ontario Street.

The True Investor

The measure of his security is indicated by the rate of interest on his loan. As it grows higher with investments in different kinds of bonds the security theoretically grows less. Actually the Security may be practically the same on the Bond which yields 4 1/2 per cent. as on a Bond which only yields 2 or 3. There are times when Bonds yield 5 per cent. and more, and both principal and interest are just as secure as when, with a higher market price, they yielded nearer to 4 per cent.

Write for our list of investments and consult us.

F. B. McCURDY & CO.
86-88 BROCK PHONE 1235
(Members Montreal Stock Exchange and London, England.)
H. W. NELLES, Manager.



New York, Dec. 10.—Two of the tobacco companies which formerly were affiliated with the American Tobacco Company declared extra dividends yesterday. The Weyman-Burton company ordered a disbursement of 29 per cent. in scrip in addition to advancing the cash payment for the quarter from 2 1/2 to 3 per cent. The dividends are payable on Jan. 2nd to stockholders of record on Dec. 15th.

May Get Bonus.

Montreal, Dec. 10.—A cash dividend for La Rose shareholders is predicted. There has recently been a good deal of speculation as to the ultimate of the million and a half dollar La Rose surplus.

Want the Truth.

New York, Dec. 10.—Five members of the New York Stock Exchange have been named as a committee to act with the committee on listings in assuring greater safety to investors and speculators dealing in stock exchange securities.

Bank Stock Widely Held.

Montreal, Dec. 10.—The list of shareholders of the Bank of Montreal issued to-day shows a very wide distribution of stock, every country in the world being represented. Sir William C. Macdonald, Montreal, the

largest holder of bank stocks in Canada, leads with 5,555 shares, having a market value of \$1,250,000. Lord Strathcona holds 2,777 shares, and the Montreal City & District Savings Bank 2,342 shares. The Royal Trust company has 2,976 shares, and a number of states are also on a list of approximately 3,100 shareholders.

Spent on Roads.

Washington, Dec. 10.—Expenditures in the United States improvement of roads has more than doubled since 1904, according to figures compiled by the office of public roads of the department of agriculture. In 1904 expenditures for this purpose amounted to \$79,771,417, while in 1912 the total was \$164,232,265, or an increase of \$84,450,948.

Express Dividend Lower.

New York, Dec. 10.—Earnings of express companies in the United States continue to show the effects of competition with the government's parcel post system. Yesterday the American Express company declared a quarterly dividend of two per cent, which compares with previous rate of 3 1/2 per cent. quarterly, or \$12 annually.

Dominion Lumber Mills.

Guelph, Dec. 10.—A deputation representing the Dominion Lumber Mills company has asked the city council to guarantee the bonds of the concern to the extent of \$120,000. A syndicate of local men will also raise \$50,000 to be invested in the common stock of the company.

Financial Notes.

Production of Northern Ontario mines to June 30th last totaled \$98,890,000. Dividends of \$47,316,150 have been paid.

Goodyear Tire and Rubber company reports thirty-three per cent. on common stock in 1913, fiscal year, compared with fifty per cent. in 1912.

The assertion that the Cobalt camp will establish a new high water mark in production this year can now be made without fear of contradiction.

It is reported that the Royal Dutch Petroleum company will offer \$10,000,000 stock in New York this week. The directors of the Canadian Pacific railway have in view, and will shortly announce, a financial plan other

than an increase of its capital stock, that will yield shareholders a substantial bonus.

The municipal bond sales in Canada for November, as compiled by the Monetary Times, amounted to \$2,481,062, compared with \$2,768,782 for October, and \$1,396,664 for the corresponding period of last year, and making a total for the year of \$19,936,673.

Within a few days the annual report of the Canadian Car and Foundry company will be made public. It is understood that a large increase in earnings will be shown—a gain of about \$300,000.

For a long time the Baltimore and Ohio Railway company has been the owner of all except seventeen shares of the 5,000 shares of capital stock of the Staten Island Rapid Transit Railway. These shares have now been offered to the company, and it has received permission from the Public Service Commission to purchase them.

AMAZING CO. PROMOTION.
Only \$350,000 of \$1,500,000 Stock Sold Reached Treasury.

New York, Dec. 11.—Of \$1,500,000 worth of stock in four wireless telephone companies sold to the public less than \$350,000 reached the treasuries of the companies themselves; the remaining \$1,150,000 and more was paid to agents and promoters, according to evidence introduced by the government in the case of officers of the Radio-Wireless Telephone company, on charges of using the mails with intent to defraud.

The evidence was submitted in the form of telegrams made and sworn to by government accountants. The telegrams purported to embrace the stock sales of the Radio-Wireless Telephone company, the Great Lakes Radio company, the Atlantic Radio company and the Pacific Radio company.

Queen Likes No Sport.

Queen Mary makes no secret of the fact that she cares nothing for sport. This season she has not joined the "guns" even once for luncheon. Nor does Princess Mary like to see the animals killed. Some years ago, when the Prince of Wales first started shooting he begged his sister to come and admire his prowess. She went, but the sight of the birds falling made her ill, and forthwith she decided the moors were no place for her.

DEAFNESS CANNOT BE CURED by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional medicine. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by catarrh, which is not but an inflamed condition of the mucous surfaces.

We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circular free.

F. J. CHENEY & CO., Toledo, O.
Sold by Druggists, 75c.
Take Hall's Family Pills for constipation.



GREAT RUGBY BY THE "HUMAN LOCOMOTIVE."
Dr. Smirle Lawson played one of the best games of his career against the Tigers of Hamilton, the Canadian champions, in a testimonial game played in Toronto.

AN OLD ADVERTISEMENT.

Lord Northcliffe Referred To It In a Recent Speech.

Lord Northcliffe, having referred the other day in the course of a speech to the fact that one of the first English newspaper advertisements was published by Charles II, the advertisement in question has been hunted up and found in the files of the London Gazette for 1667 in the national library of the British Museum. It is so quaintly worded that it may be of interest to reproduce it here. It seems that the king's pet dog had been stolen and this is the way in which he advertised for its return:

"We must call upon you again for a Black Dog, between a Greyhound and a Spaniel, no white about him, only a streak on his breast, and his tail a little bobbed. It is His Majesty's own Dog, and doubtless was stolen. For the Dog was not born or bred in England, and would never forsake his Master. Whoever finds him may acquaint any at Whitehall for the Dog was better known at Court than those who stole him. Will they never leave robbing His Majesty? May he keep not even a Dog? This dog's place is the only place which nobody has offered to buy."

Of course, King Charles' insistence upon the fact that the dog "not having been born or bred in England would never forsake his master," was a covert allusion to the manner in which so many Englishmen had abandoned his own cause, and that of his ill-fated father, Charles I, in order to flock to the standard of Cromwell during the civil war.

Lord Northcliffe referred to this as "one of the first" advertisements in newspapers. Priority is still claimed for the announcement in the "Mercurius Politicus" for September, 1658, as follows: "That excellent and by all Physicians approved China Drink, called by the Chinese Teha, by other nations Tay, alias Tea, is sold at the Sultaness Head, a coffee-house in Sweetings Rems, by the Royal Exchange, London." While the latter is usually considered as the first purely trade advertisement in a journal book and quack medicine announcement in newspapers have been traced as far back as in April, 1647.

King Alfonso Popular.

Paris, Dec. 11.—King Alfonso and Queen Victoria of Spain have arrived for a few days' stay. The cheers of the large and enthusiastic crowds at the station indicate that King Alfonso is fast taking the place in the affections of Parisians.

INVITATION TO YUKON

To Be Extended to Duke and Duchess and Princess.

Dawson, Yukon Territory, Dec. 11.—The Duke and Duchess of Connaught and Princess Patricia will be invited by Camp Dawson of the Arctic Brotherhood, to visit the Yukon next summer. An illuminated invitation has been prepared and will be forwarded in a few days to the Governor-General. This is in the form of a Yukon lantern made of tanned Yukon Moose and Caribou hide and finished in pyrographic art. It is four feet high with extravagant slashings of white caribou skin, appended to which is the scroll containing the invitation. On each broad panel are inserted Yukon views. One of the burned designs show a gold pan and from this is spilling actual Klondike nuggets glued to the sketch.

BARON RADSTOCK DEAD.

Inspired Aristocrats to Religion—Did Good Work.

London, Dec. 11.—Hon. Granville Aubustus William Waldergrave, the third Baron Radstock died in Paris on Tuesday. He was a lay missionary and started a remarkable religious movement amongst the Russian aristocracy in 1878. He spent many years in India and devoted a fortune to providing hostels for men and women in London. He was born on April 10, 1833, and leaves two sons and four daughters. The new baron is the Hon. Granville George Waldergrave, who was born on September 1, 1859.

What Pa Does.

"What does your mother do when things go wrong?"
"She just takes it out on pa."
"And what does your sister do?"
"She hops on to pa and ma both?"
"And what does your father do?"
"It's different with pa. He don't dare say much to ma and sis, and so when he gets mad he just takes it out on the street railway company and the beef trust."

Ask Your Doctor

And why not? Yet some people act as if a medicine could take the place of a doctor! The best medicine in the world cannot do this. Have a family doctor, consult him frequently. If we don't believe doctors endorsed Ayer's Cherry Pectoral for coughs and colds, we would not offer it to you. Made by J. C. Ayer & Co., Lowell, Mass., U.S.A.