

**THE T. EATON CO. LIMITED**  
**190 YONGE ST. Canada's Greatest Store. TORONTO, ONT.**  
 YONGE AND QUEEN STREETS, March 8th, 1897.

## Spring Reception!

To-morrow will be reception day for Millinery, Mantles and Dress Goods. The larger part of the stock has only just passed customs, which means that styles are the very newest and likely to be different from anything you'll see elsewhere. Never before have the stocks been so attractive. Such quantity, such variety, such elegance, such excellence have seldom been displayed. We believe in ample variety and have prepared for the most refined tastes of Toronto women. Every new style that's worth your thought will be found here, and enough of them to go round without duplicating to any extent. We're in absolute command of the market, and as fast as new styles are introduced we get them. That means an immense range to select from, with variations enough to suit the wants and wishes of both rich and poor.

The different sections have increased selling space this spring, more light, and better facilities for accommodating customers. We can accommodate hundreds of people in the Millinery Section without overcrowding, to say nothing of the artistic new order-room and the new workroom with its host of clever milliners. The stock is always in advance of the market and these values are way ahead of anything you'll see or hear of outside.

### Spring Millinery.

Pattern Hats and Bonnets, imported direct from Paris, London, Vienna and New York, each from ..... 10.00 to 50.00  
 Our Copies from above, difficult to distinguish from the originals, each from ..... 5.00 to 15.00  
 Stylish Imported Mourning Bonnets from ..... 2.75  
 New York Dress Hats for ladies, misses and children, and all the latest and best American productions, each 37½ to ..... 2.50  
 Italian Leghorns (our well-known natural bleached), soft and pliable, each 50 to ..... .75  
 Swiss Sailor Hats, new designs, new shapes ..... .47  
 Straw Sailor Hats, in white, black or navy, pretty styles handsomely trimmed, at ..... .24  
 Ladies' Black Straw Turbans, for immediate wear, special at ..... 37½

### Flowers.

Rose Piquets, with foliage, from ..... .25  
 Soft Roses, in all the new tints, Rose Foliage (large bunches) ..... .25  
 Geranium Foliage (very new) ..... .25  
 Lily Foliage (with berries) ..... .40  
 Violets, in natural shades, 10c to Black Satin Violets (½ gross in bunch) ..... .25  
 White Violets (large bunches) ..... .25  
 Chrysanthemums (4 in bunch) ..... .25  
 Lilies, in all the natural shades, Pure White Hyacinths ..... .25  
 May Blossom, natural shades, Cowslips, assorted colors (6 dozen in bunch) ..... .25  
 Blue Forget-me-nots ..... .25  
 Mignonette (large bunches) ..... .45  
 Parma Violets (natural shades) ..... .50  
 London-made Piquets, over 100 different styles, from ..... .10  
 Geraniums (natural shades) ..... .25  
 Black Silk Flowers ..... .25  
 Silk Poppies (assorted colors), from ..... .25  
 Grass and Palm Piquets and Mounts, from ..... .25

### Trimmings.

Narrow, Pure Silk Chiffons, all colors ..... 12½  
 Chiffons, 11 inches wide, all colors ..... .25  
 Wide Double Width Chiffons, in all the leading shades, pure silk, special ..... .50  
 Wide Chiffons, stiff finish, for millinery purposes, special ..... .30  
 Wide Moire Ribbons, in all the new shades (pure silk) ..... .35  
 Novelties in Paris Ribbons, all the latest designs, per yard 6c to ..... 2.50  
 Black, White and Cream Optirich Single Mounts (grand value) ..... .50  
 Jet Piquets and Sprays, new designs, from ..... .25  
 Stiff Wings, new styles, all colors ..... .25  
 Seguns, assorted colors, per 1,000 ..... 1.50  
 Glace ..... 1.75  
 Swiss Braids, for making hats, in the new silk effects, per yard from ..... .15

### Costumes.

In connection with the special displays in the Cloak Department we shall offer on Tuesday morning:—

60 Handsome New York Sample Costumes, latest model for 1897, skirts lined with percale, velvet bound jacket, silk lined, assorted styles and cloth, regular price \$15 to \$20, Tuesday morning ..... 9.50

### Spring Cloaks.

Ladies' Jackets, in fine box cloth, colors black and fawn, silk lined, double-breasted, with pearl buttons, strapped seams ..... 10.00  
 Misses' Jackets, in fine box cloth, colors black, fawn and green, double-breasted, with pearl buttons, slashed collar ..... 6.50  
 Ladies' Jackets, in fawn box cloth, the new Empire style, trimmed with small pearl buttons, fronts silk lined, slashed collar ..... 8.50  
 Ladies' Jackets, in black box cloth, Empire front, tight-fitting back, silk lined, slashed collar ..... 15.00  
 Misses' Jackets, in fine covert cloth, colors green and fawn, the new Bolero front and velvet collar ..... 5.00  
 Ladies' Jackets, in fine box cloth, colors light and dark fawn and black, strapped seams, silk stitched, double-breasted, with pearl buttons, new sleeve ..... 8.50  
 Ladies' Jackets, in fawn covert cloth, silk lined, with velvet collar, latest style of back and sleeve ..... 15.00  
 Ladies' Fine Box Cloth Bolero, pipings and facings of white satin, slashed collar ..... 6.00  
 Ladies' Jaunty Shoulder Cape, jetted Brussels nets yoke, accordion pleated, frills of chiffon, edged with lisse ..... 10.50  
 Ladies' Smart Short Shoulder Cape, in crimson box cloth, beaded yoke and collar, chiffon trimmings ..... 6.50  
 Latest Novelty of the Season, "Ladies' Bolero" in fine black cloth, applique design, tulip collar, satin ribbon trimmings, satin lined ..... 15.00  
 "Ladies' Bolero" in fine broadcloth, unique design, in applique, chiffon and satin ribbon ruffles on collar, satin lined ..... 15.00  
 Ladies' Handsome Novelty, Bolero Fischo, bodice of jetted plush, edged with accordion pleated chiffon, sleeves of rich satin, edged with frills of same ..... 18.50  
 Ladies' Stylish Shoulder Cape, plush yoke, jet design, lisse frills, slashed collar ..... 10.50

### Ribbons.

On Tuesday morning we shall show a large importation of French and Swiss Plain, Fancy and Shot Ribbons at 10c to 25c per yard.

### Fancy Dress Novelties.

Dress Patterns, in all the newest weaves and colorings, very select, no two alike, each special at ..... 10.00  
 Fancy Tinsel and Wool Dress Goods, in elegant designs and combinations of shot tinsel and colors, 44 inches wide, very new and special, per yard at ..... 1.25  
 Silk and Wool Parisian Novelty, in large assortment of weaves and designs and the newest spring shades, none missing, 44 inches wide, special at ..... 1.25  
 Silk Mouline, in various shades, in a perfect blending of colors, elegant and neat, 44 inches wide, special ..... 1.00  
 Wool Nette Cloth, broken check designs, color collection of the newest shades, 44 inches wide, special ..... 1.00  
 All-Wool Bengaline and Bedford Cord Suttling, in all the best shades, very choice quality, leading lines for the season, 46 inches wide, special at ..... .75

### Black Dress Novelties.

Moscow Merino, a new French production for this season, 46 inches wide, also in colors, special at ..... 1.00  
 Wool and Mohair Fancy Figures, elegant new goods, exclusive patterns, 46 inches wide, large assortment, special ..... 1.00  
 Silk Effect Mohair Figures, a beautiful rich black dress fabric, special designs, controlled by us, 46 inches wide, special at ..... 1.25  
 Silk Effect Mohair Figures, an exceptionally choice range of Paris designs, 46 inches wide, special ..... 1.50  
 Silk and Wool Novelty, in Bengaline, Jacquard and Armure weaves, exclusive dress patterns, 7 yards each, per yard at ..... 2.00

### Silks.

21-inch Fancy Taffeta, Blouse Silks, in new Jardiniere designs with rich satin stripes, soft tints, pure silk ..... .75  
 21-inch Dresden ..... .75  
 Silk Taffetas, extra heavy, rich, new colorings, also in rich brooches and chene effects, in soft tints ..... 1.00  
 22-inch Echasse Brocades, in new floral patterns, rich satin finish, in a full range of beautiful evening tints, all pure silk ..... 1.25  
 23-inch French Gros de Londres Brocades, in the latest Paris designs, in rich combinations, including stripes, figures and broche effects, extra heavy weight, all pure silk ..... 1.50  
 23-inch Damas Brocades, black grounds, with soft tints, d'oeil seven toned effects, extra heavy weights, all pure silk ..... 2.00  
 22-inch French Moire Antique Brocades, in large floral designs, the latest Paris novelty in the most beautiful evening tints ..... 2.50

Hats and Bonnets trimmed to order on short notice, and less to pay for good work here than anywhere. Our own milliners are ready to put your own ideas into practical form or to modify European fashions to suit your own fancy.

**THE T. EATON CO. LIMITED**  
**190 YONGE STREET. TORONTO.**

### THE TORONTO WORLD

ONE CENT MORNING PAPER  
 NO. 53 YONGE STREET, TORONTO.  
 Branch Office: No. 13 Arcade, Hamilton.  
 H. E. Sayers, Agent.

TELEPHONES:  
 Business Office—1734.  
 Editorial Rooms—235.

SUBSCRIPTIONS:  
 Daily (without Sunday) by the year, \$3.00  
 Daily (without Sunday) by the month, .25  
 Sunday Edition, by the year, 2.00  
 Sunday Edition, by the month, .20  
 Daily (Sunday included) by the year, 5.00  
 Daily (Sunday included) by the month, .45

### THE ORGAN OF THE MONOPOLISTS.

There has been an impression that the companies doing business in Toronto have had an unwritten, perhaps unspoken, understanding not to cut into each other's field, and that as a result there has been in effect a monopoly of power for the supply of gas, of electric lighting and of incandescent lighting. This charge we have made the subject of careful investigation and we are forced to the conclusion that it cannot be maintained.

The above is taken from an article in The Globe of May 30, 1895, just previous to the vote on the bylaw for establishing a civic lighting plant, which came off June 1 of the same year. The Globe's contention that Toronto enjoyed competition in electric light is diametrically at variance with the facts as adduced by The World at that time. We showed that the Toronto Electric Light Company and the Incandescent Light Company had a perfect understanding with each other as to distribution of electric current in Toronto. The one controlled the arc light business, the other the incandescent. As far as electricity was concerned there was no competition in Toronto.

The business was in the hands of a double-headed monopoly. The electric light people will not deny the truth of our contention. The World took the position that as the supply of electricity was in the hands of a monopoly the city should erect its own plant for lighting the streets, and thereby secure its lighting at cost price, and have in its possession a lever that would prevent the companies abusing their monopoly. We pointed out that very little was to be gained by renewing the contract even at a considerably reduced figure as long as we allowed the companies to retain their old-time monopoly. If the monopoly on one part of its business, in order to shut off competition, it could easily make up for the reduction by raising the rates on the rest of the business. Now exactly what The World foretold has come to pass. In order to make their monopoly more secure the two companies have amalgamated, and a solemn agreement has been entered into between the Incandescent Light Company and the city of Toronto that no such amalgamation should take place. The business of the two companies is now done by one set of officials, in the same office. The people of Toronto are against it, the delusion that they made a good deal with the Toronto Electric Light Co. Nothing of the kind. What the company lost in street lighting it made up by increased charges for electric power. The price paid for power is one quarter and up in another. The monopoly is receiving as much money as ever from the citizens of Toronto without rendering any additional service. Those who see motors know to the contrary. The electric monopoly in Toronto means. Especially is this the case with those who use small quantities of power. Their rates have been doubled and tripled. Several manufacturing concerns have written and come personally to this office asking us to expose the extortion of the monopoly in the supply of power. One man stated that price of current was quoted to him at a low rate, and on the understanding that there was no restriction in the amount he ordered a motor and discarded it. He considered it a year his rates were exactly doubled. He was committed to the new system. He had no recourse but to submit to the extortion. He considers the quoting of the low rates to be with merely a trick to catch him. True it is the monopoly has reduced the price of incandescent lighting, but this reduction was forced upon it by reason of the competition of the Gas Company in this particular branch of its business. All of which goes to show that competition reduces prices, while monopoly increases them.

What, then, have we gained by renewing our contract for street lighting with the Toronto Electric Light Co.? Nothing whatever. If we had installed our own plant we would have paid less for lighting our streets, and, what is of more importance, we would have prevented the company from charging extortionate rates for power. City ownership of an electric plant would have been an inducement for manufacturers to locate here. The existence of an electric monopoly, charging double rates, is a warning for them to keep away.

The position taken by The Globe in the electric light bylaw was neither honest nor consistent with its anti-monopoly record. If the charge that The World made against The Globe is correct its position was thoroughly hypocritical and intended to deceive. Although an alleged anti-monopoly organ, The Globe had little or nothing to say about the bylaw until the day before the vote was taken. Then it reversed the case in a three-column article, in which the arguments for and against the bylaw were set out side by side. The arguments unfavorable to the bylaw were so forcible that one was surprised to find in the last paragraph that The Globe was actually in favor of a civic plant. One of the arguments favorable to a renewal of the contract is that contained in the quotation at the head of this article. That argument was to the effect that competition already existed in the electric business in Toronto, that the monopoly argument was not founded on facts. This contention of The Globe was not honest. A virtual monopoly in the electric business existed at the time the bylaw was voted on and no one knew the fact better than the President of The Globe, who was vice-president of the Incandescent Company.

## Mother's Mistake

How carefully Mother guards the Secrets of her Boys and Girls. At night, as she carefully tucks the Bed Clothes round them, she chides and warns that Mother will be angry if they repeat last night's offence, softly saying to herself it's only a habit, but I must break them of it. This is Mother's mistake. The children cannot help it, and sweet, clean, dry beds can be the resting place of every child when it is understood that the cause is not a habit, but a weakness that can be cured. Active life of the little ones tends to weakening the Kidneys, and weak Kidneys means inability to retain the urine. This is a condition, not a habit, and should have the same prompt attention you would give to the marked symptoms of any disease. One Doan's Kidney Pills taken twice a day and at bedtime will strengthen the Kidneys of a child, and in a short time there will be no cause to scold, for the so-called habit will disappear promptly.

Here's a grateful mother that adds her indorsement to our words:

### Canada Has Spoken, Now Comes the United States.

MRS. J. J. FRASER, of 9 Leonard Street, Amsterdam, N.Y.

"My children, a little boy of seven and a girl of five, have been a source of much anxiety and trouble from inability to retain urine. Often it would pass from the boy while playing, and they both regularly wet the bed. I scolded them, thinking it was merely a habit, and not realizing that it might be weak kidneys. I began to give them Doan's Kidney Pills, and they cured both children. There were no more wet clothes or beds. I am glad to recommend Doan's Kidney Pills to other mothers for this so-called habit."

Doan's Kidney Pills are sold by all dealers. Price 50 cts. per Box.

**T. MILBURN & CO., Toronto.**

The two companies united forces to defeat the bylaw on the understanding that amalgamation should follow its defeat. Amalgamation has followed, and will The Globe tell us where any citizen can get electric light power except through the amalgamated company? The Globe told the people of Toronto there was no monopoly. The World proved there was a monopoly then just as much as there is a monopoly to-day. Again, we establish the fact that The Globe's anti-monopoly policy is not honest.

Until the eleventh hour of that electric light campaign The Globe was silent. It had no opinion to offer either to support or to oppose the bylaw. Although an anti-monopoly organ, it made no effort to destroy the monopoly until after the battle had been virtually fought and decided. For weeks previous to the vote coming off the electric companies had canvassed the city by a thoroughly organized and well-paid brigade. The President of The Globe was well aware of the fact that thousands of dollars were being spent to defeat the bylaw. He knew very well that the spending of this money had made the defeat of the bylaw a certainty, no matter what might be subsequently said for or against it. The Globe was silent at a time when argument might have been effective. It spoke equivocally and dishonestly at a time when argument was useless. The Globe played a double game. It gave a negative support to the monopoly, and at the same time took the side of the people.

The President of The Globe was at that time Vice-President of the Incandescent Light Company. The President of The Globe to-day is one of the C.P.R. men who made a deal with the C.P.R. for the coal lands of British Columbia, the charter of the British Columbia Southern Railway, and received the support of The Globe in its demand for liberal concessions from the Government.

The World is not quarrelling with Mr. Jeffrey because he is Vice-President of an electric company, nor because he is President of The Globe. We are not quarrelling with him because he made a deal with Sir William Van Home in regard to British Columbia coal fields or the British Columbia Southern Railway, but what we do decidedly object to in Mr. Jeffrey is his pretence that The Globe is advocating measures in the interests of the people when it is really playing a double game. The Globe must not be allowed to masquerade as a journal advocating the interests of the people when it is controlled by monopolists and franchise grabbers.

### LIGHTING THE NEW CIVIC BUILDING.

The city can make a favorable deal with the Amalgamated Electric Light Co. for lighting the new civic building. Mr. Wright told the Council so the other day. We believe him. The Electric Light Company would sooner do the job for half price than see the city go into the electric light business on its own account. Let the City Council remember this, that there is only one electric light and power company in Toronto, and that this company has the fixing of its own rates. If the company puts in a low figure for lighting the civic buildings it will raise the rates in some other part of its business. Rent of power for motors or business. Rent of lamps will go up. This was what occurred after the company got a renewal of its contract, at a reduced figure, for lighting the streets. The city saved several thousand dollars over the old contract, but ratepayers for private use had to suffer. The volume of power have been doubled and the thousands that were lost in one way are more than made up in another. Had the city better undertake the lighting of the new City Hall itself and ascertain in a practical way how very cheaply electric current can be made to-day?

### CANADIAN LITERATURE.

The University of Toronto is showing commendable enterprise in its historical department. Mr. G. M. Wronski, M. A., Professor of History, has undertaken to edit a yearly review of historical publications relating to Canada. The first number has just been published. The volume contains 200 pages, and in it are reviewed probably one hundred different publications that have appeared during 1896 and 1895, principally the former, all of which have special historical value from a Canadian point of view. The work is

one of good practical utility. It affords the student of history a concise resume of many publications that otherwise would not be accessible to him. The books are reviewed by many different writers, each being selected for his fitness for the particular work assigned him. The next number will be published in January, 1898, and will include reviews of publications issued during the current year.

### RAILWAY COMPETITION.

The communication of Mr. C. MoLean Stinson, that appeared in The World on Thursday last, is an effective answer to The Globe's contention that railway competition is a sham. Mr. Stinson is a practical railway man, who knows whereof he speaks. In his communication he quoted the C. P. R.'s own rates between Montreal in the east and two different points in the west, one where there is competition and the other where there is not. The C. P. R. alone. The rate on first-class freight to Vancouver is \$2.25 per 100 pounds; to Yale, where there is no competition, it is \$4.50. Competition gives Vancouver a 40 per cent. cheaper rate than Yale. The rates for second-class freight are \$1.50 and \$3.25 respectively, a difference in favor of competition of 32 per cent.

### A FEW REFLECTIONS.

Much is made of the fact that dwellers in cities are of necessity cut off from beautiful things in nature; that the building of dwellings, churches, colleges, factories and all the erections which are required for the manifold wants of man, exclude much that is of absolute necessity for the perfecting of the higher side of his nature. And this is true; interminable rows of houses are not picturesque, and the telegraph pole is a symbol of all that is hideous. It is also true that we have nothing which will compare with the fine line of the hills rising in strangely watchful shapes against the clear sky, or the sweep of the river as it flows between its green banks, bearing away on its strong current the great ships to far-off shores, which lie beyond the horizon's rim. Neither has the city man the privilege of lifting up his eyes to the fair green pastures, where the cattle stand knee-deep in feathery grass or golden buttercups, or to the clover field, which stretches white and fragrant to the quiet rail fence, which divides the cleared land from the green wood beyond. So beautiful a scene, wide, waving and shaded in the summer breeze, gladdens his eye and the time of blossoming in the orchard has become a thing of dreams.

But the city—our city—presents aspects to the lover of the picturesque which are not without their peculiar charm and interest. Though the tall buildings shut us off in places from a full view of the sky, with its flocks of clouds and starry sweep, we get glimpses of it especially at eventing when the long lines of the street seem to vanish in a glorious sunset, and the effect is as fair as the eye could desire. Those naked trees, etched in delicate detail against the background of crimson and gold, the great dome curving out in a fine silhouette, and the spire tapering skyward, with all its associations of earth and heaven, and the quaint line of the houses, with their irregular rows of chimneys and columns of fair, blue smoke do not these make a fair picture for the eye to linger on? Is it not, at that magic hour, like a dream of a fairer world, from which the evening star, floating brilliant and tremulous above, is a wondrous visitor?

This at evening is ours to dwell upon; but night, too, has its pictures and charms; how still and full of rest are some of the white nights, which that wonderful, hoary old wizard, the winter, brings; how the moon floods the snow-covered streets and traces the branches and twigs, this time on a ground of dazzling whiteness; how each starry flake gleams in the purity it brought, childlike, from another world than this. The noise and din of street traffic has ceased, and only the occasional rush of the trolley breaks the silence, or the soft, clear strains of music from some distant room, where merry young souls skate the hours away, happily oblivious of the world and its meaning. Away above, the stars beam and sparkle in supreme beauty, and as we look upward, how fair they are in our city, with its trees arching the roads and walks, like Gothic aisles, under which lovers stroll in the perfumed night, or where wheels steal noiselessly past and disappear in the gloom.

And in the broad, searching light of the day, have we not beautiful buildings, with human associations, which mean more to us than the towers of the East? How lovely tracts of country without history, our grey University, dreaming under its fair Norman towers, amid the elms and

## BELL PIANOS

SELDOM  
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 It's an account of their solid construction that the tuner's services are but little required to preserve the sweet harmonies for which "BELL" pianos are noted.

Bell Pianos are made, guaranteed and built to last a lifetime by the largest makers of pianos in Canada.  
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are no more a luxury but a necessity. We are showing a nice line of them, double heated and fitted with improved regulating Asbestos Lamps—the only known device for obtaining an increasing or diminishing heat.

### SCHEUER'S

90 YONGE STREET.

Poplars and great oaks; our churches, with their many spires and towers—old St. Michael's, which lifts its great golden cross to the sun, till it flashes and glows over the sea of buildings, like an elevated beacon, and the Presence in our midst; and quaint little stone or brick sanctuaries, with pointed arches and windows, squatting on the greenward and drawing about them their graceful cloaks of ivy.

And, in summer, do not daisies and buttercups and clover, those delicious flowers of country fields, stray into the city, and we come upon them in strange, unexpected places, or they may have been ere the city grew and shut out the fields and how they linger like "oldest inhabitants," beyond their day and generation, to tell us of old times and fairer scenes. And the dandelion, beloved of children, is with us from the first burst of spring and under the lawns and boulevards, to the delight of the eye and the vexation of the gardener. And do we not all know a spot in town where these golden daisies love to grow and glow under the midday sun, in a great field, where a glorious elm watches and droops ever lovingly towards the old green earth, from which she sprang? And the sky is blue above and the sun loves to linger here, for toddlers' heads and sunny hair, and children, know the field, and sit through the warm hours making dandelion chains.

But it is not infrequently happens that these beautiful things in and about the city are not always present to our conscious eye; they are probably too easy of sight, and after the manner of mortals, we do not appreciate the easily obtainable. It is only when we have been away for some time, and we are weary of wandering and sight-seeing, that they flash before the inward eye, and create an unspeakable yearning to be back once more in the "haunts of men," where are human associations and the daily rush and excitement and intercourse which, after all, are life.

Katherine Leslie.

### "Kawpa." Himself in.

Alfred Jury, professional workman, has raised himself into a Government position under Mr. Laurier.

We Ask to Be Relieved.  
 We are literally besieged with enquiries and subscribers and the public generally as to the quality of the Golden Era being put out by the Eaton Bros. Publishing Company. It is evident to those who have tried it that it is the best sale in Canada. To those who have not tried it we recommend them to do so. We ask to be relieved from answering any more enquiries on this matter.

### COURT BRUNSWICK

The officers and members of the above Court will please meet at their hall, No. 101 Bloor-street, on Monday, March 8, at 3 p.m., for the purpose of attending the funeral of our late Brother, C. Wood. Funeral at 4 o'clock sharp from Mount Pleasant Cemetery. The other Court cordially invited to attend.  
 JAMES McKENZIE, H. DEMISTRE, Secy.