T. EATON COLIMITED

Canada's Greatest Store.

190 YONGE STREET, Feb. 4, 1896.

New Goods.

You can almost imagine it's spring with new goods tumbling



in here from all over and new displays crowding the interest at every turn, Every season we have to write it-"Never saw their likes before," and yet these are only the advance guard, only a hint-just the breath of May. For days our Pegasus has been foaming at the bit and pawing the ground anxious to get away with the story, and now on wings of factor in the progression of the departtype we let the news fly. The store gains brightness as the days lengthen and shoppers are welcome to the sight of-

-New Carpets

-New Capes -New Laces -New Draperies

The most captivating and bewitching styles all through. The store never held such richness before, and there are riches behind the riches we show. New goods go on sale fast as reseived and stocks are ready so you can buy quickly.

Samples of Dress Goods and Wash Goods sent free to any address. We give the same care to mail orders as we do to the city service. Prompt service no matter how you buy. And we know of no other such welcome to look and compare -such opportunity of finding what you want or should have

"The Rivals!"

Managing our business these February days is almost a comedy of "The Rivals." We ought to advertise the Furniture Sale. We ought to emphasize the Glove Sale. We ought to tell more about the Shoe Sale. Each is important enough to warrant special mention, but newspaper space costs money and a synopsis must answer for now.

This is an unusual store—so we've said right along. The new evidence of it is-we're busy in February. Of course there's a reason for it-three good reasons. Here they are:

RE SALE.	
Bedroom Suites, solid oak, polished cheval bureau, 18x40 inch bevel plate mirror, 4 ft 4 inch bed- stead, large washestand, swelled tops, regular price \$27.50; special	1:
Gentlemen's Cheffioners, solid quar- ter cut oak, polished, swelled tops, fancy oval shaped bevel plate mir- ror, regular price \$20; special	1
Bed Pillows, made of heavy twill ticking, large size, filled with goose and duck feathers, regular price \$250; special	
Hall Settees, solid quarter cut. oak, fancy spindle back wood seat. 3 ft. 6 inches wide, regular price \$7 50; special	
Parlor Tables, solid oak, 24x24 inches, fancy shaped top, with shelf,	
cial	
Parlor Rocking Chairs, solid oak and mahogany finish, solid leather em- bossed seats, upholstered and cob- ler seats, regular price \$3; special	
	Bedroom Suites, solid oak, polished cheval bureau, 18x40 inch bevel plate mirror, 4 ft 4 inch bedstead, iarge washestand, swelled tops, regular price \$27 50; special Gentlemen's Chefffoners, solid quarter cut oak, polished, swelled tops, fancy oval shaped bevel plate mirror, regular price \$20; special Bed Pillows, made of heavy twill ticking, large size, filled with goose and duck feathers, regular price \$250; special Hall Settees, solid quarter cut oak, fancy spindle back wood seat, 3 ft. 6 inches wide, regular price \$7 50; special Parior Tables, solid oak, 24x24 inches, fancy spindle back wood seat, 3 ft. 6 inches wide, regular price \$2 ; special Parior Rocking Chairs, solid oak and mahogany finish, solid leather embossed seats, upholstered and cob-

Ladies' 4-button Kid Gloves, in all the latest spring colors	Ladies' Kid Gloves, with large pearl button, in white, greys and creams with black embroidery, and welts
Ladles' 4-button Real French Kid	to match
Gloves, with gusset fingers, in tans, brown, black and dark fancy, every pair guaranteed	Ladies' 7-hook Lacing French Kid Gloves, with gusset tingers, in tans, brown, black and dark colors; guar-
Ladies' 4-button French Suede	anteed
Gloves, gusset fingers, in tans, fawn and black; guaranteed 1.00	Ladies' 7-hook Lacing Kid Gloves, in the new shades
Ladies' Shopping, Gloves, with self-	
colored stitching, and guisset fing- ers, in tans, brown and black, every pair guaranteed	Ladles' 4 large pearl button French Kid Gloves, with gusset fingers, in butter, heliotrope, cream and white, with black embroidery and
Ladles' Real French Kid Gloves,	welts to match; guaranteed
with 4 large pearl button gusset fingers, in tan, brown, black, green, gray and navy, with light and dark embroidery, and welts to match; guaranteed	4-button French Kid Gloves, every pair made from the best skins, in tans, browns, black and grey, every pair guaranteed

SHOE SALE.

Small Boys' Tan Leather Leggings, button up to the knee, regular price \$2 a pair, special	1.00	Ladies' Dongola Boots, with oper ent leather toe regular price, \$2,
Boys' Dongola Laced Boots, McKay sawn, pointed toe, regular price, \$1 50, special.	1.00	Ladies' Dongola Boots, turn soles toe cap, regu
Men's Waterproof Wool Lined Over- shoes, Gramby make, best quality, regular price, \$1 50, special	1.00	Ladles' Dongola Boots, Goodyear
Men's Buff Laced Boots, whole foxed, fair stitch, solid leather, regular price, \$1 50, special	1.00	soles, patent le regular price, \$3 Ladies' Tan Dongola with corduroy to style, latest Nev A to C widths, re special Ladies' Imported V Boots, thin turn Goodyear welt, e to D widths, regular special Ladies' Vici Kid choice quality, h new razor toe widths, regular special
Men's Dongola Laced Boots, new styles, McKay sewn, regular price, \$2 a pair, special	1.00	
Men's Calf Laced Boots, Slater's make, Goodyear welt, warranted to give perfect satisfaction, regu-	2.50	
lar price, \$3, special	1.00	

Kid Buttoned , patent leather dar price, \$3, Kid Buttoned welt, extension eather toe cap, 50, special Buttoned Boots op, 20th century
w York style,
regular price, \$5,

Three extraordinaries in a bunch! Three special sales that'll win your interest whether or no. No old stock, but brand new goods only just opened. If we emphasized all their good qualities nine out of ten would think it extravagant. The best things are going now. No chance to duplicate them at the prices when these are gone.

T. EATON CO. 190 YONGE ST., TORONTO.

NO. 83 YONGE-STREET, TORONTO. Business Office 1734.

ONE CENT MORNING PAPER. SUBSCRIPTIONS: nout Sunday) by the year \$3 00 out Sunday) by the month 25

WHOLESALE NEWSDEALERS: uggan, 362 King-street east,

HAMILTON OFFICE: No. 13 Arcade, James-street north, H. E. SAYERS, District Agent.

In speculating on the causes which all progressive merchants should keep iew. The introduction of the elecstreet car, with its frequent, rapid and cheap service, has been a potent mental store in the large cities. tal store in the large cities. The stores in Toronto would be doing considerably less business to-day if they had to depend upon the old horse car system for filling their places with customers. But a factor that is equally as potent as the street car service in building up these stores is the judi-York Sun recently had a special article on the art of advertising, and the influence advertising has had in the Advertising during the past five years has become a fine art. A newspaper advertisement is no longer a dry anhas become an interesting feature of the daily paper, and compels everybody's attention. The successful advertiser now employs a man of literary ability to prepare the announcehe makes to the public from day to day. Not only are the productions of this writer all characterized by a great deal of literary skill, but to make his writing effective he is pelled to give details as to price

Another feature of the modern advertisement is the accuracy and truthit. The old-time advertisement, dealing in extravagant generalities and in misleading statements, is out of date. A merchant to be successful nowadays must not only not palm off inferior goods on his customers, but he must not be guilty of any misreprevertisements. The latter must be as true and as genuine as the goods city in America are the sult is that the names and situations of the great stores are now better known throughout the city and country than the location of public buildings or the names of leading public

So far as mere publicity goes they are the equals of the statesmen of the widest distinction. Everybody knows of them and of the departments of Waterloo Mutual Fire Insurance Company. trade and manufacture in which they are engaged. Strangers in town visit the shareholders of the Waterloo their establishments from curiosity, if

busingss. Of course, it is so; but the reason why such concerns are monopolizing trade is not that they are using any unfair means to absorb the patronage of their petty rivals. They have no monopoly of the method by which they draw to themselves the trade formerly distributed among great numbers of little shops. There is no secret about the cause of their vastly larger volume of business. The way to it is open to everybody else. way to it is open to everybody else.
The profitable distinction they enjoy
was secured by advertising. Except
for it, every one of them would now
be doing a comparatively and even an
actually petty trade. Their names
would be unknown beyond a limited actually perty trade. Their names would be unknown beyond a limited neighborhood, and by a small number of customers. Their gain, also, thus obtained, has been for the public advantage, for the concentration of business, brought about because of the distinction secured by advartising has listinction secured by advertising, has tended directly to the lowering prices. They are able to conduct the vastly increased business with a mu smaller percentage of cost. Buying in great quantities, they can buy cheaper.

The Government at Washington has ecently determined to do what it can stem the tide of literary worthlessness with which the United States mails are should take a step in the same direction. The multiplication of printing presses and the ever-increasing number with some smattering of newspaper experience and ofttimes with energy ose, are causes which have in a few years quadrupled the periodical issues of all sorts from Toronto publishing houses. The mushroom growth here of magazines, reviews and trade jourals is of course largely promoted by or relieving Knowledge of a Tax, for inder this catch-penny and highsounding title, a bill for the abolition of postage on newspapers was passed v the Canadian Parliament. Its is eedless to say it is a bill which in lirect saving in money, fails to pronote the best interests of the publishng trade, and in many households ubstitutes an unhealthy, cheap-jack eriodical for the standard maganes and newspapers of the day. The

THE TORONTO WORLD of advertising patronage minimizes the Waterloo Mutual Fire Ins all their expenses. If the receipts of Waterloo, Ont., on Saturday, the 18th dish set before its readers would be The chair was taken by Mr. George tor Plumb's Act, and to impose on all port by the secretary, as follows: tor Plumb's Act, and to impose on all newspapers and periodicals passing through the mails the old rate of one cent per pound—little enough in all conscience. But this small payment in cash would be enough to stiffe many of the unwholesome new projects which are now launched on the reading public every week. The cost to the Government must be enormous, and enough to account for the annual deficit in postal revenue. The general taxpayer is in fact, made to contribute

REPORT.

Your board of directors beg to lay before you the report for the year ending the 31st December, 1895, being their 33rd annual report.

The main items of interest contained in the detailed statements about to be read to you are as follows: That during the year just closed we have issued 11,694 policies. The total number of policies in force is 22,582. The aggregate amount insured under these policies is \$24,250,838. The income of the company from all sources is \$223,113.81. taxpayer is, in fact, made to contribute to the production of a literature which it had much better be without, and the petty frauds pernetrated on the postpetty frauds perpetrated on the post-

> CANADIAN WHEAT AND THE TARIFF. Farmers are watching the steadily advancing prices of wheat with considerable interest. It means dollars to them. High prices for farm products not only mean increased pocket money but an enhanced value of the farm. And Canadian farmers are now reapof material aid.

The price of white wheat in Toronto is now 84 cents, as against 70 cents at the beginning of the present year, a rise of 14 cents per bushel. In Detroit and Toledo prices rule about 75 Bills payable 20,000 00 cents, while the freights to I known at cents, while the freights to Liverpool from all these points are about the same. The price favors our farmers to the extent of 9 cents per bushel. At and the difference in freight between Toronto and Chicago to Liverpool is only about 3 cents per bushel in favor

and other particulars of interest to May, when the price rose to y, when the price rose to here. In Liverpool to-day Reinsurance and 1-2 penny higher than when the boom was on last May. Prospects are bright, but at the same time farmers should not lose the chance of getting current good prices for at least a portion of

THE FREE SILVER MOVEMENT.

Although the bill in favor of free silver has passed the United States Sen- Mortgages nselves. In addition to all this the ate, there is little possibility of its beerchant must keep his name and the ing sanctioned by the House of Reprefeatures of his store before the public sentatives. The sentiment in favor of free coinage, instead of growing strongsuccessful merchants in er, appears to be on the wane. er, appears to be on the wane. The vote in the Senate proves this. In July, Goad's plans.... They all have 1890, a straight free coinage bill was Office furniture something to tell the public every passed in the Senate by a majority of McIsons Bank curmorning. No reader of a newspaper 19, being 12 more than the majority can escape taking notice of their well- of Saturday. It was then rejected in in transmission. prepared announcements. They force themselves upon his notice, and the result is that the names and alter the solution in transmission. Accrued interest free silver fad is weaker in the Con-It is expected that the majority against the bill in the House will be sident Cleveland will veto the free coinage bill is another guarantee that

not also with the original purpose of making purchases. Residents here who formerly gave little or no heed to business advertisements are now guided almost wholly by these announcements in buying supplies.

The Instrance Company was letter that a first little for the support, which was a most satisfactory one, showed that during the year 1895 the company had issued 11,694 policies, the total number of policies in force being 22,582, being an aggregate amonut insured of \$24,250,833; the total income of the company being \$29,313. ments in buying supplies.

The Sun's opinion on the efficacy of advertising is no uncertain one. It considers newspaper advertising the chief factor in the building up of the departmental stores. It says:

At present there is much complaint among small dealers with a merely neighborhood trade that these greatestablishments are drawing away their busingss. Of course, it is so; but the reason why such concerns are monopolizing trade is not that they are

He Said He Could Not Prescribe Anything Better Than Paine's Celery Compound.

In hundreds of cases, grateful parents have given strong testimony in favor of Paine's Celery Compound. Fathers and mothers positively de-Fathers and mothers positively de-clare that their children's lives were saved by the wonderful medicine, after-ordinary prescriptions had failed to re-store health and strength. Paine's Celery Compound is peculiar-ly adapted for all weak, frail and ner-

vous children, It quickly builds up the nervous system, makes solid flesh and fat, and gives strength to all the muscles and tissues. Mr. Robert D. Tem-pleton, Winnipeg, Man., writes about his child's case as follows:

Cucumbers and meions are "forbidde

eccipts under that head of papers, The thirty-third annual meeting of which are supposed to be delivered to the policyholders of the Waterloo Muthe public at cost of material, finding tual Fire Insurance Company was held in advertisements the means of paying in the board room, at the head office,

better, and the better the paper, the Randall, president, and Mr. C. M. more willing it will be found to pay postage. The only check that can be tary read the minutes of the last anlaced on the growth of an evil that in nual meeting, which were confirmed. other walks of business life has led to the formation of trusts and combines by the chairman, and the several finis for the Government to repeal Sena- ancial statements and the auditors' re-

tax on knowledge are a commentary on the unwisdom of such legislation.

And yet Mr. McMullen, M.P., fails to see his opportunity.

the cash and mutual system risks), is \$115,110.28. Leaving a balance of assets, above liabilities, of \$238,073.72.

After the reading of the several detailed statements of your secretary and auditors, it will devolve upon your secretary and auditors, it will devolve upon your secretary. to elect directors. The retiring direc-tors are: Messrs. George Randall, John Shuh, Wm. Snyder, I. E. Bowman and P. E. Shantz, all of whom are eligible

On behalf of the board, GEORGE RANDALL, President. FINANCIAL STATEMENT. Balance on hand per state-ment 31st Dec., 1894

Premiums, Cash system.....\$112,029 32

EXPENDITURES.

Real estate \$15,124 23

LIABILITIES. Unpaid losses adjusted and unadjusted \$ 3,197 94
Bills payable 20,000 00 serve cash system.

Mutual system,

all payments thereon 2 Liabilities brought

\$353,184 00 \$353,184 00 C. M. TAYLOR, Secretary. AUDITORS' REPORT.

AUDITORS' REPORT.

To the President, Directors and Members of the Waterloo Mutual Fire Insurance Company:
Gentlemen,—We beg to report that we have examined the books of account of your company for the year ending 31st December, 1395, and that we find the same correct, and in accordance with the statements submitted herewith. We also submit herewith a statement of the securities held by your company.

J. M. SCULLY,
BENJ. DEVITT,
Auditors.

Waterloo, 10th Jan. 1896.

Waterloo, 10th Jan. 1896. The president, in moving the adop-tion of the several reports, said that the past year had been a hard one on fire insurance companies, and the Waterloo Mutual had, perhaps, more than its share of losses. Early in the year the company had suffered pretty heavily in the large fires in Toronto, heavily in the large fires in Toronto, and later a confiagration took place in Tottenham, by which losses were sustained to the amount of nearly \$30,000. Our risks in Tottenham, where we had been doing business for thirty years, were such as would have been taken by any company. The number of losses in the Tottenham confiagration was forty-eight, all detached dwellings except two—a detached first-class store and a church.

But for the heavy loss suffered in the Tottenham confiagration the company would have more than held its own.

The motion was seconded by Mr. John Shuh, vice-president of the company. He said the losses last year were, contrary to all expectations, largely on private dwellings. These

largely on private dwellings. These have heretofore been considered the very best class of risks.

The motion for the adoption of the

were appointed scrutineers, and after a ballot was taken, they reported the unanimous re-election of the five re-

On motion Messrs. J. M. Scully and Benj. Devitt were reappointed auditors for the ensuing year.

A hearty vote of thanks was then after which the meeting dispersed.
Immediately after the close of the annual meeting the directors met and elicted Mr. Geo. Randall, president, and Mr. John Shuh, vice-president, of the meeting the annual meeting the annual meeting the meaning year.

Dysentery Cordial. a medicine that will give immediate relief, and is a sure cure for all summer complaints.

School Accounts Allowed.

The Finance Committee of the Public School Board met yesterday afternoon at 4.30 and passed building accounts to the amount of \$2190; general school accounts \$252.09; property accounts \$30.50; supplies \$319.83; and finance \$253. Trustee Douglas occupied the chair.

Retiring Shoe Sale.

Never such bargains.

Never before such an oppor-

For 30 days this sale will go on

(JUST ONE MONTH)

\$65,000 Worth of Ladies'. Misses' and Children's Shoes

AT HALF

Guinane Bros' Prices

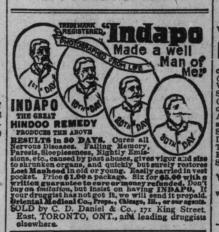
—that means much to you. We won't tire you with a long list of prices—sufficient that this is the Greatest Sale of renewal.

The property is leasehold under a lease to Aug. 1, 1914, at a ground rent of one dollar per foot frontage and is renewable after that date on usual terms of renewal.

GUINANE BROS The Biggest Shoe House in Canada

Sole Agents for the "Slater Shoe-made with the famous

> Goodyear Welt. 214 YONGE-STREET



Letters of administration of the estate of the late William Mara, wine merchant, Yonge-street, were granted to the widow yesterday, deceased hav-

in the eastern and northern portions of the city. The sweepers were put out, however, and the lines pretty well

DICKSON & TELEPHONE TOWNSEND IMPORTANT SALE

Household Furniture Pictures, China,

Glassware, Ornaments, Carpets, Stoves, etc. Under instructions from the Estate

C. W. BUNTING, Esq., we will sell by auction, at the No. 25 QUEEN'S PARK.

Thursday, February 6,

ture and Household Effects Without Reserve. Terms Cash.

On the same day at 1 p.m., upon the premises, will be offered for sale by auction the brick residence containing about

DICKSON & TOWNSEND

AUCTIONEERS

Household Furniture,

Under instructions from the Estate of

THE LATE C. W. BUNTING, Esq., We will sell by auction the Brick Residence No. 25 Queen's

Park, corner of St. Alban's street, on Thursday, the 6th day of February, 1896, at 1 p.m., on the premises.



This property has a frontage of 170 feet on the QUEEN'S PARK, CORNER OF ST. ALBAN'S-STREET, by a depth of 284 feet, through to Surrey Place. The residence has in all about twenty apartments, and is heated by hot air. The interior has recently been papered and painted throughout, and is in excellent condition. The property is convenient to the Yonge, College, and Belt Line cars, and commands a fine view of the University, Parliament Buildings, etc. The grounds are in perfect condition, and the trees and shrubs of choice quality.

The ground is leasehold under lease from Toronto University, at one dollar per foot frontage, on Queen's Park and the lease has till 1914 to run and is then renewable.

DICKSON & TOWNSEND, AUCTIONEERS.

The Match that has the name:

"E. B. EDDY'S."

The Name that has the fame:

THE E. B. EDDY CO.

The great Cough Cure. My cough is gone.

RIESLING, A California

Wine of undoubted excellence

WINES OF THE RHINE

\$4.50 CASE

51 and 7 King Street West, 6, 8, 10, 12 and 14 Melinda Street.

NOW UNDER THE CONTROL OF THE HEALTH DEPARTMENT.

The First Step in the Direction of Economy Changes Contemplated - Ald. Scott Wants a Powder Factory-Tenders to Repair the Yonge-Street Wharf Build-

No sooner had Mayor Fleming taken his seat in the Council Chamber yesterday afternoon than Aid. Macdonald rose to a question of privilege. He stated that he had been misrepresented in an evening paper in its report of the last meeting of the Board of Works. That paper, he said, had called him a representative of the Aqueduct Company, which, he claimed, was a downright falsehood. Then he waded into the reporter of the paper, and called him a coward and numerous other pet names.

names.

The Mayor and Ald. Boustead told Ald. Macdonald that he was acting in very bad taste and taking an unfair advantage, and the council, with the exception of Ald. Leslie and Gowanlock, agreed with them.

Exist the License Department.

The first report of the Board of Administration was presented, with the following recommendations: "That the plumbing branch of the Engineer's Department be transferred to the Medical Health Department for amalgamation with the Sanitary Department, under control of the Medical Health Officer

Officer.

"That the duties of the License Inspector in connection with the granting of licenses be transferred to the Police Department, the services of Mr. Awde to be retained by the Medical Health Officer as Food Inspector; and the renting of public halls placed under the supervision of the City Treasurer."

Ald. Lamb informed the council that the City Engineer was already considering the advisability of transferring the Plumbing Department to that of the Health Department. He asked to have the question referred to the Board of Works.

Ald. Crane objected, and moved that the Engineer be instructed to carry out the wishes of the board. Carried,

A Good Beginning.

A Good Beginning. Regarding the proposed changes, Ald. Hubbard congratulated the Board of Administration upon the able manner in which it had taken hold of these two

in which it had taken hold of these two departments and brought in the recommendations.

Ald Sheppard thought the City Commissioner should have charge of the renting of public halls.

The Mayor objected to this change being made in the report, as it is quite likely there will be some changes made in the Commissioner's Department in the near future. Referring to Ald. Davies' motion, upon which the board is acting, the Mayor said that it gave them a great deal of power to deal with all the departments, but the members were prepared to carry out the terms of the resolution and do their duty fearlessly. He hoped they would receive the support of the council. It was their intention to go through all the departments. It is not the intention of the board to dismiss any employe, but to discuss and consult with the heads of the departments. If the tion of the board to dismiss any employe, but to discuss and consult with the heads of the departments. If the chief of a department did not see fit to coincide with the board, it would be reported to council, who would deal with him.

with him.

They should be Careful.

Ald. Scott hoped the board would not interfere to such an extent as to weaken the efficiency of any staff, so that the chief of the department would have an opportunity to complain.

The report of the board was adopted.

Mr. Awde's salary at present is \$1500, he will not receive more than \$800 from Dr. Sheard.

Dr. Sheard.

Miner Matters.

Ald: Gowanlock gave notice of motion that all moneys earned by the permanent officials of this city (otherwise than the regular salaries) be paid to the City Treasurer to be placed to the credit of the corporation.

Mr. Economical Jelitic.

The letter from Mr. Davey, objecting to the city paying the costs in Kelly against Archibald, was referred to the Executive Committee.

Executive Committee.

Ald. Jolliffe will be Archibald's champion when the question comes up.

Ald. Scott's motion that, as the D and equip a factory for the purpose manufacturing ammunition, the deputation which is going to Ottawa in connection with the James' Bay Railway be instructed to inter-

Ald. Davies moved that a deputation vait on the Ontario Government in rewait on the Ontario Government in re-ference to the Lindsay, Haliburton and Mattawa Railway. Carried. Ald, Jolliffe moved for a statement showing how much store property had

Choice and Delicate

No. 1 Fat Salt Mackerel

Genuine New York Blue Point Oysters \$1 per 100. Pickled Cod, "Genuine," 50

per lb. Also Fresh Caught Steak Cod, Halibut, Haddock, Salmon, White Fish, Lobsters, etc., all brought on by express.