

T. EATON CO.,
(LIMITED)
190 Yonge-st., Sept. 24, 1895.

Plain Fact:

The newspapers abound with dishonest advertising, foolish clap-trap and stupid exaggeration.

The remedy is with shoppers. They can compel truth-telling and common horse-sense by holding stores strictly responsible for what's advertised.

Accept no excuses. It's a common trick to put sensational prices in the paper and then be "all sold out" by the time you get there.

All this brag about low prices amounts to little if you can't get the goods. The fact is, no end of so-called bargains merely serve as bait, and careless shoppers pay the penalty.

Trade standards need to be improved. We set the example by advertising less and making goods and prices more attractive.

The store shall be so interesting you can't keep away. And under no circumstances shall you pay us more than others charge for goods of equal quality.

Apply the test! Make comparisons! Be as keen as eagles after money's worth! And if you want to know the trend of values VISIT THE STORE!

Points of Interest:

It isn't necessary to use a lasso in order to bring you here. The store is always crowded and shoppers know without the telling what to expect.

It is worth anybody's while to see the

- Cloak Display.
- Millinery Display.
- Dress Goods Display.
- Housefurnishing Display.

A great store system such as this demands energetic action at every point. There must be keen insight into supply and demand in all departments alike and we're not slow to comprehend all that means.

THE T. EATON CO.,
(LIMITED)
190 YONGE ST. - TORONTO, ONT.

MEN OF ALL AGES

may be cured. We treat all sexual disorders of men. Four out of five who suffer nervousness, mental worry, attacks of "the blues," are not paying the penalty of early excesses. The dread ailment of Impotency, the exhaustion of Spermatorrhea, may be CURED in strict confidence at moderate expense.

Send for our free sealed book, "PERFECT MANHOOD."

ERIE MEDICAL CO., Buffalo, N.Y.

EASY HOME DYEING

It is now possible for an inexperienced person to dye cotton, wool, silk, feathers, etc., a black that will not crack, fade or wash out if you use

Diamond Dyes

With a ten cent package of any of the three black dyes for wool, for cotton, and for silk and feathers—the first trial brings success, and the directions on the package are so simple that even a child can get the best results. There are more than forty colors of Diamond Dyes—all reliable and easy to use, and their superiority is unquestioned. We send samples of dyed cloth and direction book free.

WELLS & RICHMOND CO., Montreal.

GERMAN ARMY PILE REMEDY

WARRANTED TO CURE BLEEDING, ITCHING, PAINFUL PILES. EACH DOLLAR PACKAGE CONTAINS LIQUID OINTMENT AND PILLS. ASK YOUR DRUGGIST FOR IT OR SEND DIRECT TO KESSLER DRUG CO. TORONTO.

THE TORONTO WORLD
NO. 83 YONGE-STREET, TORONTO.
TELEPHONE: 1734.
Business Office 1734.
Editorial Rooms 523.
ONE CENT MORNING PAPER.

SUBSCRIPTIONS:
Daily (without Sundays) by the year \$3.00
Daily (without Sundays) by the month .25
Sunday Edition by the month .10
Daily (Sunday included) by the year 5.00
Daily (Sunday included) by the month .50

WHOLESALE NEWSDEALERS:
F. W. Beebe, 281 Spadina-avenue.
George Messer, 707 Yonge-street.
Mrs. Mortimer, 1225 Queen-street west.
H. Ebbage, 655 Dundas.
S. Duggan, 262 King-street east.
G. R. Ezzard, 767 Queen-street east.

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

IT WILL BENEFIT MONTREAL, TOO.

When the proposal to construct an international ship canal from the head of the Great Lakes to the ocean was discussed at the convention in Toronto last year the Montreal papers ridiculed the idea and opposed it on the ground that Montreal's interests would be injured by the canal. The head of navigation was placed further inland than the city of Montreal. This year the press of that city is looking at the matter in a different light. The Montreal Witness at least does not see that Canada has any good reason to object to the carrying out of this immense work, which, if undertaken, will, it admits undoubtedly be a boon to the great majority of the people of the Dominion. "Montreal," says The Witness has no reason to be afraid. We do not think that cargo destined for Europe can be brought to the foot of Lake St. Francis, within thirty-five miles of the head of ocean navigation at her port, and then diverted successfully to route (via New York) which will take them hundreds of miles out of their way. For all that such a canal would carry immense quantities of Western produce intended for consumption in New England and the Eastern States, and in the benefits of this trade Canada could not but share.

THE USES FOR NICKEL STEEL.

The scientific and industrial world is still busy investigating the merits of nickel steel for use in manufactures. At a recent meeting of the American Institute of Mining Engineers held in Florida, Mr. F. L. Sperry showed that, on account of its freedom from corrosion nickel steel is found to be largely used in the construction of boilers and the under-plating of the hulls of vessels. The metal possesses such toughness, hardness and malleability that he anticipated before long a still wider field will be opened for its use for such purposes as castings, car couplers, car wheels, bicycle spokes, gears for motors and such like work where strength is an essential feature. A drawback to the use of nickel steel for these purposes is the price at which it is sold. It is expected, however, that its extended use may reduce the price as has been the case with aluminum. Mr. Sperry gives the present price of nickel steel as below 40 cents per pound, and sales have been made in Europe at much lower rates. The addition of 5 per cent. of nickel to iron for castings will increase the cost per pound 15 cents. If 10 per cent. be added the cost will be increased by an additional cost of 3 cents per pound. However, the fact that the actual weight of the metal will be decreased and its strength increased will reduce this somewhat. If nickel added to iron prevents its corrosion the permanence of such castings would readily justify any such extra cost. If nickel is ever used extensively in the manufacture of the articles above mentioned, and we have no doubt it soon will be, Canada will benefit there by more than any other country. The Province of Ontario possesses the greatest nickel deposits in the world, and when nickel is in demand it will be from Ontario that the world's supply will be drawn.

CANADA'S RIGHT ADMITTED.

Sir Charles Tupper's recent patriotic declaration on the copyright question has had one admirable result at any rate. The issue has now been brought to a head, and the English press has been forced to admit that Canada has a constitutional right to make whatever kind of copyright law she may deem expedient. The St. James Gazette acknowledges Canada's right in the matter in the following language: "But the Canadian fiscal arrangements do not suit our iron and cotton manufacturers and as iron and cotton have to submit to the loss, why it looks very much as if even so overpoweringly important a body as the 'Lancet' and publishers' of Great Britain will have to bear the sacrifice. Too Canada may be wrong, as Sir C. Tupper acknowledges, but if Canada chooses to stand upon her constitutional rights there is no one to stop her. It would hardly be worth our while to quarrel with the great colony for the sake of 'The Heavenly Twins' or even 'Tribby'."

This, we take it, is the principle point for which the Canadian Government has been contending. The admission of this principle ought to make the settlement of the copyright controversy an easy matter. The constitutionality of the Canadian Act being thus premised, we are certain that the Canadian Government will act in a reasonable and fair spirit, and the outcome of the negotiations that are to take place between Mr. Hall Caine and the Government at Ottawa will result in a Bill that, while it may not be altogether satisfactory to the Mother Country or to Canada, will yet preserve the interests of the two countries as far as is possible under the peculiar conditions surrounding the situation.

UNITED STATES MARKET FOR CATTLE AND BEEF.
We commend to the consideration of the stump orators of the Grit party who are constantly attempting to delude farmers with high-colored pictures of the advantages which they would derive from free access for their cattle into the American market the following extract from The Wall-Street Daily News:

With the biggest corn crop ever grown, we shall have an enormous surplus to dispose of the coming winter. As there is no country to compete with us—no other having corn for export—Canada is the only one should come pretty close to \$100,000,000 bushels, including cornmeal. Our increased exports due to our enormous corn crop, will, however, figure principally in the shape of cattle, beef products and hog products. The thousands of cattle brought from Mexico the past summer will be fattened on our surplus corn. They will, for the

most part, be shipped to England, along with thousands of our native product. England alone bought over 300,000 head of cattle in the last fiscal year from this country. Their value was nearly \$30,000,000. Our exports of hogs are comparatively light, but hog products, such as ham, bacon, lard and pickled pork, amount to many millions of dollars. The same is also true of our exports of beef, tallow and other beef products. These exports will be more or less increased in consequence of our big corn crop.

During the year ending June 30, 1894, the United States exported to Great Britain alone, cattle valued at \$2,345,000; sheep, \$683,135; fresh beef, \$16,699,000; beef salted, \$1,615,000; tallow, \$250,900; oleomargarine, \$441,000. Grit politicians are great sticklers for the theory that export values determine home values. If so the ordinary value of cattle and beef where so large quantities are exported as in United States must be the same as in Canada. Canadian farmers must beware of being misled by export values and should prudently ask themselves how they can be benefited by free trade in cattle or beef with a country which has a large surplus of the vocalists of the port. The main reason why the United States for Canadian cattle is for stockers to fatten. Common sense must show that it is much easier to more profitably have such cattle fattened at home than to sell them for fattening in the United States.

SHE SWALLOWED A HORNET.

The insect stung her on the nose, depriving her of speech. Bridgeport, Conn., Sept. 23.—Mrs. Mary Walters, of Steuben-street, this city, has accomplished a feat which is a record for an East Bridgeport church choir, was eating a pear yesterday when she swallowed a hornet that had alighted on the fruit. She is going down to the hospital to be treated for the ailment. A great pain followed and in a short time the woman's throat had swollen so that it was impossible for her to swallow. She was taken to the hospital, where Dr. James L. Bragg arrived. About an hour after the hornet had stung her Mrs. Walters became very hoarse and a short time afterward lost the power of speech. Her throat seemed paralyzed. Dr. Bragg relieved her from pain, but her voice did not return.

THE SWELLING HAS GONE DOWN.

The swelling has gone down somewhat to-day, but the power of speech has not returned. Dr. Bragg says he does not expect a permanent loss of speech.

The Fastest Boat in the World.

We have now more information as to that latest wonder in marine achievement, the torpedo boat Sokol, built in England for the Russians by Yarrow. She is 190 feet long, by 18 feet 6 inches beam, with twin screws and 4000 horse power turned these screws at the mean rate of 46.15 times per minute. The speed of the boat is 27.82 knots. Aluminum and the alloy of bronze were used in her construction, with no less care and devotion than that which characterized the building of the Defender. In one mile the Sokol reached a speed of 32 knots, and in a little short of half an hour, the highest ever obtained from any vessel.

Presentation to Mr. A. B. J. J.

At a meeting of the Epworth League choir members and Sunday school workers of Elm-street Methodist Church, held in the lecture-room last evening, Mr. A. B. J. J., late organist and chorist of the church, was presented with an address bearing testimony to the efficiency with which he has discharged his duties as general interest he has at all times taken in the church work. In connection with the presentation, a service consisting of six pieces. At the close refreshments were served, and the 200 people present spent a most enjoyable evening.

Local Jottings.

"S." brand hams, bacon and lard is a little dearer in price, but it makes more than up in quality. Chapters of any article counts against its quality. Three sub-committees of the Management Committee met yesterday afternoon in reference to Discipline and Health. The committee on Discipline, under the chairmanship of Mr. J. J. J., met at the Management Committee's meeting on Thursday.

If you are bilious or constive this morning, use Fruit Granules. Nature's own remedy. Cleanses the liver and kidneys, purges the bowels, and cures through some unknown cause fire broke out in the upper story of Jall Steward John Steward's residence, 50 Broadview-avenue, at 11:30 yesterday morning. Damage \$60, covered by insurance.

Albert Maude was taken to the General Hospital at 7:30 last night. He had been struck by a horse, causing a slight wound. His injuries were attended to and Maude went home.

Messrs. Dickson & Townsend announce a sale at their rooms on King-street to-day at 11 o'clock which should certainly be well attended, as they have an immense quantity of household effects which must be sold, as their rooms are so filled that they are obliged to refuse any further consignments until clearing their rooms. Brigadier Clibborn of South America will arrive in this city this morning and will conduct a great missionary meeting to-night in the S. A. Temple, Albert-street. South America, India, Franco and the slums will be represented by officers who have worked in these lands. All the good forces will be united, and the troops dressed in costume representing the different nations.

The Toronto Church School for boys, Alexander-street, Toronto, will hold their annual athletic sports at Rosedale on Friday, Sept. 27. The prize list is a large one and contains several races for the boys of the school, who are now 400 in number. Tickets for the games can be had from the secretary, Stanley Sweetman, 100 St. George-st. East.

Early on Monday morning a man named Kennedy was taken to the General Hospital by a friend, who said he had suddenly lost his memory. Kennedy, who is a native of Ireland, is the son of a well-to-do family. The loss of memory of any kind when examined by the hospital doctors was quite unexpected and perfectly rational. He refused to stay at the hospital and returned home.

Personal.
Alex. C. Chawett, son of the late Col. J. C. Chawett, one of the founders of the Bank of Toronto and its first president, died yesterday at his residence, 125 Madison-avenue. Deceased's grandfather was the first Surgeon-General in 1801.
Mr. and Mrs. T. G. Blacklock leave this week for a short trip across the continent.

Guinane Bros., 214 Yonge-St.
Sept. 24, 1895.

PUBLIC CONFIDENCE—You've read our advertised prices. Have you not been profitably and agreeably surprised here? Yes. Have you ever been disappointed here? No. It is this "Yes" and this "No" that have centered the shoe trade of the city in this store and built the largest shoe store and established the largest shoe trade in Canada.

With a store big enough to hold all the styles and grades manufactured it would puzzle you to find room for all other cases of shoes. This stock is turned over three times a year. Visit the store—see the stock. Then figure the enormous purchases we must make and how small a profit is required with such a trade to ensure success. It is the big store, the big stock and the big buying that give you the advantage—they do away with intermediate profit.

You pay us \$3 instead of \$5, and 65c instead of \$1. It's interesting to read these advertised prices when you know for a certainty that they are genuine—both the goods and the prices.

GENTS' DEPARTMENT.
Shell cordovan walking boots, Good-year seams, full Scotch welts, razor toe, hand-made, manufactured by Hatton & Co., London, England, \$2.50.
French Lemoine calf lace boots, razor toe, hand-made, Hatton & Co., London, England, \$2.50.
Astrachan dongola hand-sewed Oxford shoes, manufactured by Hatton & Co., London, England, \$1.75.
Genuine Russia tan calf Congress, hand-sewed, special, \$1.75.
Tan Harvard calf lace boots, leather-lined, hand-sewed, full Scotch welts, Kempton & Stevens, New York, \$2.75.
Razor toe, hand-made, razor toe, Dude tips, latest American style, \$2.50.
English enamel, whole stock lace boots, manufactured by Hatton & Co., London, England, \$1.65.
Patent calf Congress walking boots, American special, \$1.35.
Patent calf lace boots, American special, \$1.35.
American satin calf lace boots, razor toe, Chicago wing tips, \$1.50.
Tan calf lace boots, \$1.35 regular \$2.25.
Cordovan lace boots, whole fox, oak sole, solid leather, \$2.50.
Calf Bais, hand-sewed, \$1.25.
Crip lace boots, extension soles, sewed and nailed, \$1.50.
LADIES' DEPARTMENT.
American kid buttoned boots, patent tips, special, 75c.
Polish calf Oxford shoes, patent tips, 60c.
Kid buttoned boots, 65c.
Dongola opera slippers, 45c.
Tan Harvard calf boots, special, 85c.
Undressed kid Oxford shoes, French heels, \$1.
Imported French kid buttoned boots, extension soles, \$2.
American kid buttoned boots, \$1.
Lemoine calf lace boots, the J. D. King Co., \$1.25.
Tan Harvard calf lace boots, patent leather, tip and facing, the J. D. King Co., \$1.
French kid strap slippers, special, 50 cents.
ALSO THIS WEEK.
Ladies' \$5, \$6, \$7 and \$8 "Tribby" shoes at prices ranging from \$2.50 to \$3.50 a pair.
SPORTING DEPARTMENT.
Our Sporting Department is filling a long-felt want. We import direct from London, England, Bicycle, Lawn Tennis, Cricket, and every kind of sporting boot and shoe manufactured in the best shoe shops, 30c, 35c and 40c.
We have the largest shoe store in Canada, the largest shoe stock in Canada, a thorough knowledge of shoe business, unlimited capital, and we are the only retail shoe dealers in Canada buying direct from the large manufacturers.
We sell as we buy.

GUINANE BROS.,
SOLE AGENTS IN TORONTO
FOR THE
SLATER \$3 STAMPED SHOE,
214 YONGE-STREET.

THE TANNERY BURGLARIES.

TRIAL OF THE ALLEGED PERPETRATORS AT THE SESSIONS.

One of the Prisoners Enters the Witness Box and Swears That He Purchased the Stolen Property From the Chief Witness, Who is an Ex-Convict Named Dean.

George Kidd, James Willard and W. J. Stubbins, were on trial at the Sessions yesterday afternoon on a charge of burglary. On the night of July 8th, the tannery of W. H. Cross, of Stewart-town, was burglarized and a large quantity of leather goods were stolen. The thieves, Kidd and Willard, were tried last week on a charge of burglarizing a Richmond Hill general store. Willard was acquitted, but Kidd was found guilty and sentenced to three years in the penitentiary. Detective Verney, a lamb-skin, thoroughly tanned, was found in his pocket. Verney went to the house of Kidd at 11 o'clock and after a search of the premises found a large number of skins, some children's shoes in the course of manufacture from the evening of the burglary. The goods were last week proven to have been stolen from the Richmond Hill store.

A visit then made by Verney and County Constable Burns to a shoe store kept in Bloor-street by Stubbins and Kidd as partners, revealed many of the stolen goods. The goods were last week proven to have been stolen from the Richmond Hill store. A visit then made by Verney and County Constable Burns to a shoe store kept in Bloor-street by Stubbins and Kidd as partners, revealed many of the stolen goods. The goods were last week proven to have been stolen from the Richmond Hill store.

Why He Wouldn't Bet.
Mr. Robinette tried hard to draw out a qualification of this statement, but he failed. He said he was not a gambler, and he would not bet on anything.

On a Charge of Stealing Plants.
The caretaker of Riverdale Park was arrested yesterday on a charge of stealing plants. He was found with a basket full of plants and was charged with stealing them from the park.

Wants to Find His Relative.
The Chief of Police is in receipt of a letter from Thomas O'Brien, of Galveston, Texas, who is desirous of opening up a correspondence with any of the relatives of his father or mother, Mr. and Mrs. Henry O'Brien, who were married somewhere in Upper Canada 60 years ago. Mrs. O'Brien's maiden name was Elizabeth Sewell.

His Mischief Cost His Life.
Midland, Sept. 23.—Saturday night a young man named James Anderson was killed in Playfair's mill. He was stepping over one of the driving belts and his heel caught and he was swung around the pulley, receiving the death blow the way.

Prof. Dale Goes to Queens.
Mr. Dale, recently professor of Latin at University College, has accepted an offer from Queen's University, Kingston, to fill a similar post at that institution. He will assume his new duties on the opening of the fall term.

The Cure For Diarrhoea.
Dear Sirs,—I was suffering very much from diarrhoea, and could get nothing to cure it. I was told to try Dr. Fowler's Extract of Wild Strawberry, and a few doses cured me. Thos. L. 246 Melita, Malta.

Germany Wants Satisfaction From China.
Berlin, Sept. 23.—The commander of the German squadron in Chinese waters has been ordered by telegraph to take whatever measures may be necessary to exact satisfaction for the destruction of the German mission at Swatow by a Chinese mob.

STOLE RAILWAY FRANCHISES.

Burglars Stole Civil Papers Necessary to a Law Suit.
St. Louis, Sept. 23.—Saturday night the office of the clerk of the House of Delegates in this city was entered by parties unknown and all the desks and drawers were rifled. Valuable papers, principally copies of franchises with street railways, are missing. The city is publishing the companies to fulfill charter agreements, and the loss of these papers leaves the city powerless to enforce ordinances. Several million dollars are represented in the lost papers.

TO BLOW UP THE SULTAN.

Plot Discovered to Destroy His Palace With Dynamite.
London, Sept. 23.—The St. James Gazette prints a dispatch from Constantinople saying that the Turkish police officials have discovered a plot among Macedonians to destroy by the use of dynamite the Yildiz Kiosk, the palace of the Sultan, and the Government buildings. As a result of the discovery, the most extensive precautions have been taken at the Yildiz Kiosk to prevent any damage to the palace and possible injury to the Sultan.

Snow a Foot Deep in Wyoming.
Buffalo, Wyo., Sept. 23.—A storm started here last Friday, a severe gale continuing all day and night, accompanied by snow. The temperature dropped below freezing and snow fell all night. Fully a foot of snow fell, which was found in drifts, making travel difficult. The storm is fatal to late crops.

Bizzard in Colorado.
Denver, Col., Sept. 23.—Reports from all over Colorado this afternoon show that a blizzard prevailed throughout the State. Early in the morning, snow fell to a depth of from six to ten inches. Snow had fallen, which is unprecedented in September.

A Gale in Michigan.
Alpena, Mich., Sept. 23.—The heaviest windstorm of the season set in last night. Early this morning the wind registered for a short time 71 miles per hour. Several roofs were blown off.

Highway Robbery the Charge.
Joseph Lyner, Front-street east, and John Conlin, 144 Wilton-avenue, were arrested yesterday evening by P.C.'s Burley and Charlton on a charge of highway robbery. Both men were intoxicated, and it is alleged that Burley roughly and robbed him of his money. The fracas occurred on Parliament-street last evening.

On a Charge of Stealing Plants.
The caretaker of Riverdale Park was arrested yesterday on a charge of stealing plants. He was found with a basket full of plants and was charged with stealing them from the park.

Wants to Find His Relative.
The Chief of Police is in receipt of a letter from Thomas O'Brien, of Galveston, Texas, who is desirous of opening up a correspondence with any of the relatives of his father or mother, Mr. and Mrs. Henry O'Brien, who were married somewhere in Upper Canada 60 years ago. Mrs. O'Brien's maiden name was Elizabeth Sewell.

His Mischief Cost His Life.
Midland, Sept. 23.—Saturday night a young man named James Anderson was killed in Playfair's mill. He was stepping over one of the driving belts and his heel caught and he was swung around the pulley, receiving the death blow the way.

Prof. Dale Goes to Queens.
Mr. Dale, recently professor of Latin at University College, has accepted an offer from Queen's University, Kingston, to fill a similar post at that institution. He will assume his new duties on the opening of the fall term.

The Cure For Diarrhoea.
Dear Sirs,—I was suffering very much from diarrhoea, and could get nothing to cure it. I was told to try Dr. Fowler's Extract of Wild Strawberry, and a few doses cured me. Thos. L. 246 Melita, Malta.

Germany Wants Satisfaction From China.
Berlin, Sept. 23.—The commander of the German squadron in Chinese waters has been ordered by telegraph to take whatever measures may be necessary to exact satisfaction for the destruction of the German mission at Swatow by a Chinese mob.

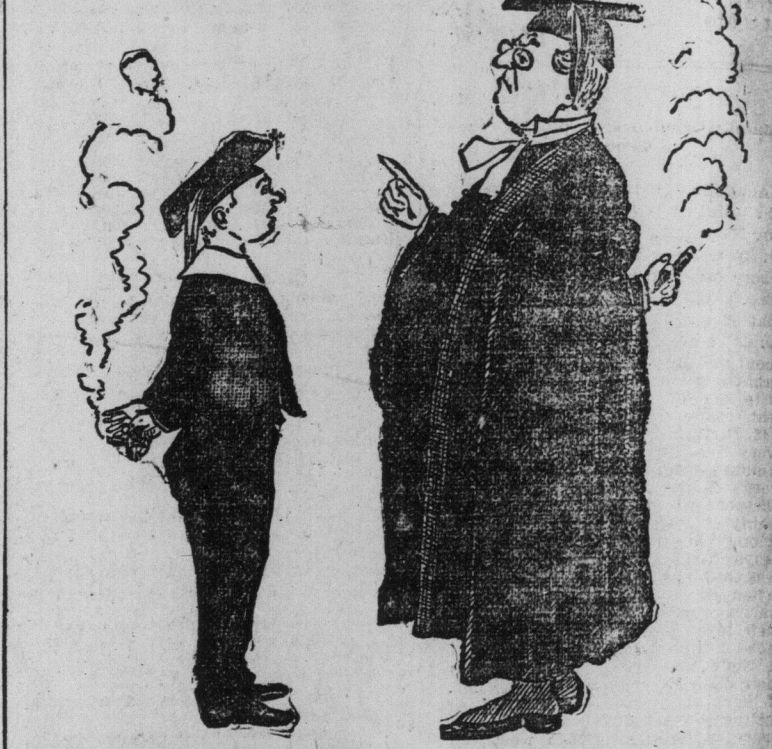
W. A. MURRAY & CO
TORONTO,
17 to 27 King-st. East and 10 to 14 Colborne-st.

Pass into stock to-day a further shipment of
High-Class Parisian Novelties in Dress Goods
ALL EXCLUSIVE STYLES.

Comprising the very latest creations of the foreign looms, viz.: Bayadere Bourrette, Marianne Crepons, in Iridescent and Chameleon Effects; Plaid Bourrette, Fancy Boucra, Novelty Tweeds, Bourouffie, Boucher Sicilienne, Frise Caniche, etc. The richest hues of the rainbow are suggested in our this season's dress textiles, while the colorings in plain fabrics are equally rich in their way. All are represented in our exhibit and marked at exceptionally moderate prices.

LETTER ORDERS PROMPTLY ATTENDED TO
AND SAMPLES SENT TO ANY ADDRESS.

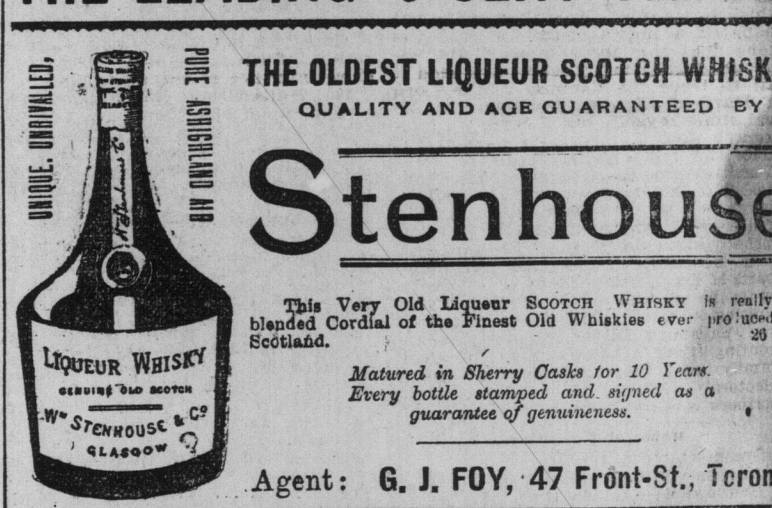
PROFESSOR & STUDENT



PROFESSOR: "Ha, ha! smoking again?"

STUDENT: "Yes, Professor; can't resist it. All intelligent men smoke 'VARSITY.' It has no equal."

THE LEADING 5-CENT CIGAR.



THE OLDEST LIQUEUR SCOTCH WHISKY
QUALITY AND AGE GUARANTEED BY
Stemhouse
This Very Old Liqueur Scotch Whisky is really a blended Cordial of the Finest Old Whiskies ever produced in Scotland.
Matured in Sherry Casks for 10 Years.
Every bottle stamped and signed as a guarantee of genuineness.
Agent: G. J. FOY, 47 Front-St., Toronto.

Matches

That Light
In any climate and at any time are the only ones to be relied on.

These are just the kind we make—no other—and they are called

"E. B. EDDY'S MATCHES."

THE SUNDAY..

World

The Brightest, Crispest, Most Cosmopolitan
Most Interesting of Canadian Weeklies.

ITS SOCIETY NEWS

In future will be unequalled. Look out for "Boulevarde's" column next Sunday. The Chronicles of Social Doings will in the future be exclusive.

ITS SPORTING COMMENTS

Are Clever and Out-Spoken. The Turf Notes are written without fear or favor.

ITS SPECIAL ARTICLES

Are New, Bright and Entertaining.

ITS EDITORIALS

On Social Subjects are quoted Everywhere. Special ARTICLES ON CYCLING

Will hereafter be a feature of each issue.

If you want to keep in the swim of Social, Sporting or Literary Events, you must read

THE SUNDAY WORLD