THE VICTOR.

190 Younge St. Canada's Greatest Store.

No Guess Work.

However business may be elsewhere it is invariably good here, and whatever special values we advertise are snapped up in a hurry. What we're doing this week with Wall Papers and Housefurnishings is exactly in line with your best in- great forces will be started into acterests. We have almost nothing to sell at a loss to ourselves, but are buying at a loss to others. If we were inventing a Kinley, will be let out freely—capital situation we couldn't invent a happier one. Our own goods was timid, so well chosen and bought as to sell without effort, and our trade such that we can relieve others of their surplus.

But sometimes the truth seems like exaggeration because so much exaggeration passes for truth. The language of does not desire to be idle-is only idla Toronto advertising is often peculiar. "Cheap" means some-35 doesn means 5 doesn, and so on. We think it was in advantage as it's used in common life. We are advantaged to the state of the stat thing the advertiser is anxious to sell; "just received" means

56-inch Wool Tweed Dress Goods, in small, neat checks, assorted patterns, this sea-son's goods, regular price, 65c a yard; Thursday...

40-inch Tartan Plaids, guaran-teed all pure wool, large as-sortment of choice including real clan patterns, regular price, 50c a yard; Thursday

37-inch Tibot Skirtings, in neat, fancy stripes and raised patterns, new goods, regular price, 60c a yard; Thursday...

Misses Ribbed Cashmere Hose, double knee, heel and toe, spliced ankle, regular price, 35c a pair; Thursday.....

Men's Two-clasp Wool-lined Kid Gloves, embroidered backs, in tan, brown and red tans all sizes, regular price, \$1 a pair; Thursday......

Ladies' Kid Glove, with two

FLANNELS.

HOSIERY



FURNITURE.

CARPETS. 100 Chemille Axminster Door Mats in a large variety of self colors and stripes; size 19x32 inches: fringed all round. Regular price, 500 each; on sale Thursday at....



Novelty Velvets in fancy and shot effects. Regular price, \$150 and \$2 yd; Thursday.. New York Felt Toques, fur 3.25 trimmed. Special 3.25

Sik and Velvet Roses, rich effects in all the latest shadings. Per bunch, special. Shot Taffeta Ribbons with velvet edges, wide widths. Special per yd..... CLOTHING.

English Printed Wrapper Flan-nels, assorted in all coloring, beautiful patterns, all new and fast colors, regular price, 121-2c a yard; Thursday..... Men's Suits, heavy, all-wool Canadian tweeds, neat select-ed patterns of grey and brown mixtures, single and double breasted sacque shape, best Italian linings and good interffinings, sizes 36 to 44 finch chest measure, Thursday Manufacturers' Clearing Lot of Huck and Damask Towels, fringed and hemmed ends, as-sorted plain tape and colored borders, large sizes, regular price, 35c to 50c a pair; Thursday..... Boys' Sailor Suits, navy blue

serge, neatly trimmed with five rows of gold braid, lan-yard and whistle, brass but-tons, pants lined throughout, sizes to fit boys from 31-2 to 1.00

as early as you can after breakfast,

Irish Linen Bleached Damask Table Napkins, all new pat-terns, sizes 5-8 x 5-8, regular price, \$1 25 doz.; special at... .99 The best we can do is to tell you what'll be on the counters when the store opens. More than that we can't tell, for how than ever that they must rely on themdo we know but that the very article you want may be just what a thousand women will want? The best plan is to shop

T. EATON CO.

190 YONGE ST., TORONTO.

THE TORONTO WORLD ONE CENT MORNING PAPER NO. 83 YONGE-STREET, Toronto. Branch Office: No. 13 Arcade, Hamilto. E. Sayers, Agent.

TELEPHONES: Business Office—1734. Editorial Rooms—523. SUBSCRIPTIONS :

tive manufacturer, and the strongest possible antagonism to the outside manufacturer. McKinleyism is to foster home industries and to fight foreign ones on their own ground. In that case it is idle for Canada to talk of reducing her tariff. We predict in the most confident manner that Canada will be forced to strengthen her wall of protection—that Mr. Laurier and Mr. Fielding, instead of reducing taxa'ion, will have to raise it, not-withstanding their former free trade pron ises—or to go out of office and into officion at the hands of an indignant Canadian electorate. We de-

sire to urge this view of the situation in the most strenuous way. It will not do to say that the revival of Protection is an adventitious outcome, that the money issue was the centre rour which the cyclone worked, and that there was no real tie between Hard Money and High Tariff. We will not discuss the theory—the fact is

eries, in the matter of canals, and the principle. Mr. Laurier's cheap talk of what "our neighbors," our "friend-

But this very hostility will make us more self-reliant, more determined out our own salvation, to meet fire with fire. We cannot play the Lamb to the American Wolf. "Looking to Washington," dependence on the United States for favors, will have to be discarded by the Liberal party. They will have to become intensely, Cana-

dian or go out of office. These in a few words are our ideas of the effect of McKinley's election; business will be better here, because of the boom that will start in the States, and Canadians will be taught more

This is not a good year for tariff re form in Canada, for trusting our neighbors to help us out of our troubles or their aid in developing our great heritage. McKinleyism will strengthen our Canadianism and this is what Canada stands most in need of. Everything will come after that McKinlevism is an effective snuffer on the Laurier, Mowat, Victory and Tarif. Reform tallow-dip. If Mr. Laurier wants to lighten our darkness it will have to be with a much better





MAJOR WILLIAM MCKINLEY. HYDROPHOBIA AGAIN.

sad Calamity in the Family of Mr. Thomas

Hard Money and High Tariff. We will not discuss the theory—the fact is enough for us.

McKinleyism will directly or indirectly antagonize Canada in many ways. In the matter of the bonding ways in the matter of the bonding is constant.

Excursion to Markham Plewing Match at Markham on K. (Special.)—Silver Creek Trout Ponds.

Silver Creek Trout Ponds.

Silver Creek Trout Ponds.

It is learned on good authority that the excursion rates from all stations. At special train will leave Toronto at 10 a.m., calling at intermediate stations. Passengers must secure certificates for the present syndicate for the past four tickets at starting points. tickets at starting points.

The store of Philip Jamleson will be crowded on Thursday morning, when the sale of fine English worsted pants at \$2.75 per pair will begin. These goods are extra in quality and sell in all other stores at \$5 a pair. There is a limited supply of material, and the public are invited to come early and not be disappointed.

Quebec, Nov. 3.—Dr. Robitaille, a Roma Count and a representative French-Canadi an, died this morning at the age of \$5 st. Jean Baptiste Society and of the Caiss d'Economie and of La Banque Nationale. He has also been a Mayor of Quebec, and the British ensign fieats in his memory over the City Hall to-day.

A JOINT DINNER.

Quebec, Nov. 3 .- Dr. Robitaille, a Roma

THE VANQUISHED.

Mr. WILLIAM J. BRYAN.

Vancouver, B.C., Nov. 3.-A great deal of interest was manifested in the appointment of a chief of police here succeed Inspector Ward, formerly

Avail yourself of this money-saving opportunity, of the Toronto poites force, the late Chief of Police, who recently resigned, and the commissioners have for weeks been besieved by friends of local men and of some of the day of the Toronto police force, who had forwarded the very attrongers kind of credentials as meeting the council to day appointed J. N. Stew art, who was the first Chief of Police Vancouver ever had, and who, besides having a strong local immencing the council to day appointed J. N. Stew art, who was the first Chief of Police Vancouver ever had, and who, besides having a strong local influence is the day of the price of the Steward of the police needs.

When Chief Ward sent in his resignation there was a good deal of surprise outside of bolice circles, as he had made himself very beginstion had been called for, because of his not having paid sufficient attention to the crooks and immoral women of the city but this was simply an incident of surprise outside of bolice of the price of the surprise outside of bolice of the price of the surprise outside of bolice of the price of the surprise outside of bolice of the price of the surprise outside of bolice of the price o

The Same... 3 @ Old Sarsaparilla. 新年之 · 一个 · 小田田 ·

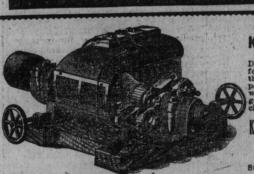
That's Ayer's. The same old sarsaparilla as it was made and sold by Dr. J. C. Ayer 50 years ago. In the laboratory it is different. There modern appliances lend speed to skill and experience. But the sarsaparilla is the same old sarsaparilla that made the record-50 years of cures. Why don't we better it? Well, we're much in the condition of the Bishop and the raspberry: "Doubtless," he said, "God might have made a better berry. But doubtless, also, He never did." Why don't we better the sarsaparilla? We can't. We are using the same old plant that cured the Indians and the Spaniards. It has not been bettered. And since we make sarsaparilla compound out of sarsaparilla plant, we see no way of improvement. Of course, if we were making some secret chemical compound we might ... But we're not. We're making the same old sarsaparilla to cure the same old diseases. You can tell it's the same old sarsaparilla because it works the same old cures. It's the sovereign blood purifier, and-it's Ayers.

VANCOUVER'S CHIEF OF POLICE. Retiring from Business BARGAINS FOR THE MASSES.

JOHN EASTWOOD & SON

122 King East, north side, first dry goods store east of St. James' Cathedral. Positively retiring from business





255 James-Street North, Hamilt-Bennett & Wright's, 72 Que-treet East.

NOTES FROM MONTREAL. Clarets Messrs. George A. Cox and Robert Jaffray in the City—Grand Trunk Boat Club's House Burned—A Chinese Dignitary.

Montreal, Nov. 3.—(Special.)—Messes. George A. Cox and Robert Jaffray of Toronto were in the city to-day and had an interview with Sir William VanHorne and Vice-President Shaugh-

nessy.

The Grand Trunk Boat Club's house was burned last night. Loss \$7000; insurance \$4000, in the London Assurance and Phoenix companies. surance and Phoenix companies.

Amongst the passengers by the C.
P.R. to-day for Vancouver was Yui
Shi Yi, who for three years has been
Consul-General for China at Havana,
and who returns home to confer with
Li Hung Chang regarding the Chinese
consular service. He will return in
six months' time to be Consul-General
at New York.

Mr. Aime Geoffrion, only son of Hon.

s at New York.

Mr. Aime Geoffrion, only son of Hon.
C. A. Geoffrion, Minister without portfolio in the Dominion Cabinet, was this
morning married to Miss Rita Thibeaudeau, daughter of Hon. J. R. Thibeaudeau, daughter of Hon. J. R. Thibeaudeau, Sheriff of Montreal. The ceremony took place in the chapel of the
Sacred Heart, in the rear of Notre
Dame Church, the Rev. Abbe Troi,
parish priest of Notre Dame, officiating. Two hundred and fifty valuable
presents were received, including one
from Lord and Lady Aberdeen and
one from Hon. Wilfrid Laurier.

The International Opera Company
playing here this week has met with
unprecedented success, there being
crowded houses each night. They go
to Toronto next week.

Court Harmony Reciprocates Court Harmony, No. 7045, met in Shaftesbury Hall last night and decided to reciprocate the fraternal spirit lately shown by Toronto Lodge, K. of P., by giving them an entertainment on the evening of Nov. 13th instant in St. George's Hall. Chief Ranger R. Ward presided, and the District Chief Rangers of East and West Toronto, as well as all the court officers, were present.

The Ontario Government has named Thursday afternoon at 3 o'clock for a conference with the special committee of the Church of England Synod, on the subject of religious instruction in the Public schools. To-Night and Friday.

W. C. T. U.

FINE PICTURES BY AUCTION.

FINE PICTURES BY AUCTION.

At the Art Rooms of Messrs. C. J.
Townsend & Co., 22 King street west, there is a very fine collection of pictures, which they have received from Mr. John Payne, who has been so long and favorably known in Toronto as an art connoisseur. The collection comprises many excellent works from French, Dutch and English schools, and lovers of good pictures will have a rare opportunity of obtaining them at their own prices.

The distribution will commence by public auction on Thursday, Nov. 5th, ablic auction on Thursday, Nov. 5th,

Kay Electrical Mfg. Co.

KAY ELECTRIGAL MANUF'G. CO

Sauternes Burgundies Champagnes

BY THE CASE

AT LESS THAN WHOLESALE PRICES.....

M. McConnell 46 COLBORNE-STREET,

TORONTO. 3524 EPPS'S COCOA.

-English-BREAKFAST COCOA

Possesses the following Delicacy of Flavor, Superiority in Quality.

Grateful and Comforting to the Nervous and Dyspeptic. NUTRITIVE QUALITIES UNRIVALLED. In Quarter-Pound Tins and Packets only.

For \$4.50 We make to order, in first-class style, FINE WORSTED TROU-SERS. Clay Worsted and Black Venetian Suits to order, perfect fit, \$18, \$20 and \$22. Agent for the Buffalo Trouse? Stretchers, \$1.00.

Belleville, Ont., Nov. 3.—The city base have increased the price of bread 1c pour-pound loaf.

The Con

Put up & Co.

boxes Every wrappe

MICH QUEBE

To-DAY .. OUR

800 Yards. FAN CEY at 12½c 25 Pairs— COTTON Plain and

COTTON 11/2 to 21/2 Fifty—ROMAN 50c and 75c Twenty-Five

NEW ST Coats, Ja Special II \$3 each, I To-day assortmen RUSTLIN

JOHN