

T. EATON & CO.

190 Yonge St. Canada's Greatest Store. Toronto.

YONGE AND QUEEN STREETS, February 3, 1897.

A Revolution in Advertising.

This store has grown to bigness by being known and by having back of the bigness that clear integrity that wins when mere burrains and bustle are forgotten. In very many ways it has revolutionized trade tactics—in nothing more so than in advertising. Printing the news in a plain, matter-of-fact way and insisting above everything else on keeping perfect faith with customers is but part of our plan. This column lacks any suggestion of sensation, and the store itself has no use for the people who misrepresent. Goodwill is part of this storekeeping, and it's a big item.

Telling the truth has revolutionized advertising. Thousands and thousands of families stand by anything we print because this "store news" is known to be reliable. Beginning years ago, this perfect faith has developed into unbounded confidence. Goods are seldom advertised but once and seldom last long after they get into the papers. If that means anything, it shows that this column is generally read and generally believed.

These are among the store's attractions to-day. To-morrow many of them will be gone, with but little chance for duplicating them at any such prices:

Black Dress Goods.

- 44-inch Black Fancy Figured Wool and Mohair Hair Canvases. Wave, crepe, and unique designs, all entirely new (Priestley's make). .50
- 44-inch Black Wool Cheviot Serge, bright smooth, hand finish, medium twill, good weight (Priestley's make). .60
- 46-inch Black All-wool Cloth, medium weight, beautiful rich finish (Priestley's make). .65
- 44-inch Black All-wool Black Fancy Figured Brocade, latest designs (Priestley's make). .75
- 50-inch Black All-wool Black Fancy Melrose Cord Suiting, rich effect, heavy weight, hand finish, good weight (Priestley's make). .85

Gloves.

- Children's Fancy Ringwood Gloves, all sizes, regular price 35c. Thursday, regular price 25c. .15
- Children's Fancy Ringwood Gloves, in neat design, regular price 25c. Thursday, regular price 10c. .10

Neckwear Specials for Thursday

- Men's Fine Silk Neckwear, in four-hand and knot shapes, in the newest designs and colorings, made on silk of the latest importation, satin lined, regular price 35c and 50c. On sale Thursday. .25
- Men's Fine Silk Neckwear, in graduated Derby shape, to fit from either end, circulated for the purpose of selling stock. It goes without saying that no company should be allowed to solicit stock for the development of a property which it does not hold the patent. Furthermore, it would seem to be only fair to the public that mining companies should be made to account for all their stock, showing the amount assigned for promotion, the amount offered for sale, and the disposition of the balance. The assets and liabilities of the company should be plainly set out in the prospectus, the same as they are in all companies of good repute in Britain. As all the provinces are now more or less directly interested in gold and silver mining the inspection we have suggested should be assumed by the Dominion Government. This will give it uniformity throughout the country. Another reform would be to help the mining business in good repute would be the formation of a mining exchange in British Columbia and another at Portage. The men who are engaged in the practical development of mines are not sympathetic with the business that is carried on by mere paper companies. A mining exchange composed of men who are actually in the business would exercise a great influence in the suppression of wildcat ventures. Legitimate mining is speculative enough in itself. Wildcatting should be prohibited by the most stringent legislation.
- Men's Fine Silk Neckwear, in the newest puff shape, latest colorings and designs, including neat patterns, brooches and cuffs, regular price \$1.50. On sale Thursday. .25
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Furniture.

- Parlor Tables, solid oak, 24 x 24 inch shaped top and shelf, fancy turned legs, regular price \$1.50. Special at. .1.00
- Dining-room Extension Tables, hardwood, imitation oak finish, strongly made, 3 feet 4 inches wide, with 3 leaves, regular price \$3.50. Special at. .3.45
- Sideboards, made of select quarter-oak, richly hand carved and highly polished, base is 48 inches wide, 22 inches deep, with swell-shaped top, has a fine British bevel-plate mirror, size 18 x 36 inches, with cast brass handles, regular price \$25. Special at. .18.90

- Disell's Sovereign Carpet Sweeper, finished in lacquer, new now selling at. .1.50

Cloaks.

- 162 only Children's Eldorado Coats, in fancy stripes, plaids and plain colors, Angora fur trimmed, sizes 24, 26, 28 inches, regular price \$3.50 and \$5. Thursday, regular price \$2.50. .1.25
- Ladies' Jackets in beaver cloth, colors brown and black, double-breasted with revers, new plated back, regular price \$6. Thursday, regular price 4.00. .4.00

T. EATON & CO.

190 YONGE ST., TORONTO.

THE TORONTO WORLD

ONE CENT MORNING PAPER

No. 83 YONGE STREET, Toronto.

Branch Office: No. 13 Arcade, Hamilton

R. E. Sayer, Agent.

TELEPHONES:

Business Office—1734.

Editorial Rooms—523.

SUBSCRIPTIONS:

Daily (without Sunday) by the year, \$3.00

Sunday Edition, by the year, 2.00

Daily (without Sunday) by the month, .20

Sunday Edition, by the month, .20

Daily (without Sunday) by the year, 5.00

Daily (Sunday included) by the year, 5.00

Daily (Sunday included) by the month, .50

A JUBILEE YEAR SUGGESTION.

While the Tariff Commissioners are

evolving their scheme of tariff reform

we are sorry to learn that Sir Oliver

Mowat is not at work on an insolvent

law. Such a law is an immediate nec-

essary and should be passed during

the coming session. Canada, we hope,

is now entering on an era of prosperity.

But many of those to whom such an

era would be specially welcome are

not in position to take advantage of

World's law of a citizen, who lost

everything during the recent depres-

sion and who is now worse off than

nothing by ten thousand dollars. This

individual is debared from entering

on a career in British Columbia

in Western Ontario, because he

would be too near his creditors and

liable to be pursued by them. As he

has no hope of getting on his feet

again in this country he has decided

to go to South Africa. The

insolvent law has already driven

many enterprising men out of the

country and many more will go unless

such a law is soon placed on the

statute book. The year 1897 is to be

a memorable one in British history. It

is to be a jubilee year. In what way

can we celebrate it better than by

following the old Jewish custom of

liberating debtors from their obligations?

We invite Sir Oliver Mowat to perse-

vere the 38th chapter of Leviticus and

the 15th chapter of Deuteronomy, both

of which are quoted on another page

of this issue as appropriate jubilee

year literature. We think he will

find there inspiration sufficient

to lead him to undertake the prepara-

tion of an insolvent law for the

unfortunate in Canada. Should the

Government decide to introduce such a

law it ought to be comprehensive enough

to include professional men as well as

merchants and traders. In the mean-

time, let Sir Oliver read the 15th

of Deuteronomy.

GOVERNMENT INSPECTION OF MINING

COMPANIES.

Government inspectors and inspec-

tion of mining companies must be

insisted upon. The formation of these

companies is expanding so rapidly and

so many people are becoming inter-

ested in mining ventures in one way

or another that the industry is becom-

ing one of the leading sources of natu-

ral wealth in Canada. The reputation is

at stake in this matter. We may have,

and we believe we have, unsurpassed

mineral resources both in Western

Ontario and in British Columbia, but it

is possible to handle the business con-

nected with the development of natu-

ral wealth in a way as to blast our reputa-

tion in the eyes of the world. The good

properties available for development are

so numerous that there is no necessity

for placing wildcats in the market at

all. Whatever Government regulation

is decided on it should be designed to

protect the public from wildcat ven-

tures. If it is in the public interest

that banks should be subject to Gov-

ernment inspection and regulation it

should be subject to similar regula-

tion and inspection. For instance,

when any company sells stock for

development purposes the public should

be assured that the proceeds from the

sale of such stock will be used for ac-

tual development and not their way

into the hands of promoters. The Gov-

ernment should insist on the absolute

truth of every statement contained in

a prospectus. All the directors should

be held responsible for false representa-

tions that appear in any documents

circulated for the purpose of selling

stock. It goes without saying that no

company should be allowed to solicit

stock for the development of a prop-

erty which it does not hold the

patent. Furthermore, it would seem to

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NOTICE RESPECTING THE CANADIAN

RAILWAY.

In the event of the Corlies alien

becoming law, the Canadian Gov-

ernment has no alternative but to pass

a similar law for this country. Popu-

lar feeling in Canada over the Corlies

bill is well expressed in the action that

the Dominion Typograph Company is

taking to take as soon as that bill

passes Congress. This company has in

its employ many skilled mechanics,

who live in Detroit and who cross the

river daily to Windsor, where the

Typograph Company's factory is

situated. Mr. F. S. Evans, the general

manager of the company, says he will

insist that all Americans in the com-

pany's employ shall reside in Canada,

or else give up their positions, as soon

as the Corlies bill becomes law. We

have no doubt our own Government

YORK COUNTY COUNCILLORS.

Matters of General Import That Were

Fully Discussed at the Resumed

Meeting Yesterday.

All the members of the County

Council were in attendance yesterday

and a good deal of business was trans-

acted. The relations between the county

and city in connection with the new

Court House were the principal subject

under discussion in the morning. Un-

der an agreement made between the

City and Council on June 28, 1884, in

contemplation of the erection of the

new Court House, the city took over

from the county the duty of providing

suitable accommodation for the ad-

ministration of justice, including fur-

nishing, caretaking, heating and light-

ing. The cost so far as the county is

concerned is in an event to exceed

\$400,000, and what annual charge on

this or any lesser sum the county is

to bear is to be the subject of arbitra-

tion if city and county cannot agree.

As the County Council met, it may

be asked, or as little as 15 per

cent, or less. The agreement of 1884

has been confirmed by the County

Council. It contains no provisions in re-

lation to the County Council, or a

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