WEDNESDAY MORNING

YONGE AND QUEEN STREETS, February 3, 1897.

in Advertising.

T. EATON CO.

90 Yonge St. Canada's Greatest Store.

A Revolution

## THE TORONTO WORLD

THE TORONTO WORLD ONE CENT MORNING PAPER NO. 83 YONGE-STREET. Toronto. Branch Office : No. 13 Arcade, Hamilton all, he thought he could make a favor-. E. Sayers, Agent. TELEPHONES :

**Business** Office-1784 Rooms-533. Dally (without Sanday) by the year...\$3 00 Dhily (without Sunday) by the month. 25 UBSCRIPTIONS

This store has grown to bigness by being known and by having back of the bigness that clear integrity that wins when mere hurrahs 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 :--



Hemmed Sheets. 2x21 yards Fine Bleached Plain 2x2<sub>2</sub> yards Fine Bleached Plain Sheets, hemmed ready for use, pure clo h, linen finish, per pair. 2x2<sub>2</sub> yards Fine Bleached Twill Sheets, hemmed ready for use, soft pure cloth, linen finish, guaranteed first quality. Per pair 80-inch Extra Special Fine Heavy Make Bleached Twill Sheeting, per yaid at ..... Curtains. Curtain Poles, 2 inches by 5 feet, in mahogany, ebony, walnut or oak, highly finished, with fancy brass trimmings, complete, with

time, let Sir Oliver read the 15th of that he had done; and on the very next .83 Deuteronomy. GOVERNMENT INSPECTION OF MINING COMPANIES. Government regulation and inspec .89 tion of mining companies must be insisted upon. The formation of these companies is expanding so rapidly and well as the church, have rights in the so many people are becoming interested in mining ventures in one way In the same propositions, while urging or another that the industry is becoming, or has become, one of national ary, as well as religious footing) of .20 mportance. Canada's reputation is at church-schools for the better teaching

stake in this matter. We may have, and guarding of religion and morality, 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-

sufficiently safeguarded, he said: is possible to handle the business con-nected with their development in such a way as to blast our reputation in their learning the first elements and

church.

THAT ARBITRATION TREATY. will meet the Corliss bill with another YORK COUNTY COUNCILLOR that will duplicate it in every par ticular. Premier Laurier must be dis-Discussed at the Resumed Meeting Yesterday. gusted with the Americans. First of

All the members of the County able reciprocity treaty with them. He What the London News has failed to do so. Now he is en-Council were in attendance yesterday deavoring to prevent them from enactand a good deal of business was tra ing a law which will virtually estab- acted.

The relations between the county lish reciprocal hostility between the two

nothing by ten thousand dollars. This individual is debarred from entering on a new career in British Columbia or 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 want of an insolvency 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 sta-tute 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 fol-lowing the old Jewish custom of lib-erating deptors from their obligations? We invite Sir Oliver Mowat to peruse the Sist chapter of Deuteronomy, both of the 25th chapter of Levincus and the 15th chapter of Deuteronomy, both of which are quoted on another page of which are quoted on another page of

Sanday the vindicated layman occupled his accustomed pew in his parish

Ayes-Baird, Chester, Gibson, Fisher, Bull, Evans, Hall, Stokes, Ramsden, Johnson-10. Nays-Reesor, Pugsley, High, Nor-man, Baker, Hartman-6. INDUSTRIAL HOME. The report of the Industrial Home Commissioners was presented by Mr. Andrew McCallum, the chairman. He was in the late council, but did not seek election this year. In discussing the matter, it was arranged that, in future, reports to be submitted under similar circumstances must be sent through the member representing the division. The report shows a total re-duction of \$4176 in the expenses for the last four years, since Mr. Cavanagh has been in charge, as compared with the previous four years. There arc 78 male inmates and 21 women now in the home and it is alimost full. THE HIGH SCHOOL. The Richmond Hill High School In the propositions which Satolli pre sented to the archbishops, he made it clear that parents and civil society, as matter of the education of the child. future, the maintenance (but on a proper literthe delegate rebuked fanatical exaggerations. Referring to children whose religious instruction and morals are

ents and

FEBRUARY 3 1897

## TORONTO ELECTRIC LIGHT COMPANY

aual Meeting.- A Prosperous Year--Lig for Private Houses May be Reduced --Old Directors Appointed.

The thirteenth annual meeting of the Toronto Electric Light Company was held yesterday, when a very favor-able report was presented. There was a good attendance.

estate), \$307,201.66; Investment account. \$989,350; manager's supplies in stock, \$13,727.43; wiring supplies in stock, \$4002.72; interior construction account, \$235.40; consumers' ledger (including amount due irom cfty), \$45,763.56; in-surance paid in advance, \$2536.81; Im-perial Trusts Co. (deposit account), \$11,754.09; mortgage receivable account, \$1006.20; bills receivable account, \$1006.20; ion account,

perial Trusts Co. (deposit account), S11,754.09; mortgage receivable account, S104.03; cach in office, \$294.86; total, \$1,385,882.83. Liabilities: Capital stock account, \$1,400,000; less amount due on calls, \$115,498.77, \$1,284,501.23; Imperial Bank account; \$26,584.95; company deben-vant, \$26,584.95; company deben-vant, \$26,584.95; company deben-vant; \$26,584.95; company deben-vant, \$26,827.90; profit and loss ac-count, \$26,827.90; profit and loss ac-count, \$26,827.90; profit and loss ac-count, \$26,843.26; total, \$1,855,852.83. The profit and loss account shows: Debt: To operating expenses of all descriptions (including all repairs, etc.), \$172,134.69; to four quarterly dividends vant the rate of 7 per cent. per annun, \$75,119.94; balance, \$64,843.26; total \$212,097.89. Credit:Balance from last statement, \$7730.85; profit on \$350,000 of stock sold of at 20 per cent. premium, \$70,000, less special charges, including allowance on \$400,000, bonds issued at 4 1-2 per cent. interest and sold to pay 5 per cent. is loss sustaned by the fire. A

bout \$64,000 as a settlement sustained by the fire. A illding is to be erected to one recently destroyed. The or its loss e the one recently destroyed. The ard of Directors was re-appoint-

ed as follows: H. M. Pellatt, President; W. D. Matthews, Vice-President; A.H. Camp-

The annual meeting of the Sun Sav. ings & Loan Company of Ontario was held in the Company's offices. Con federation Life Buildings, on Monday

ANNUAL MEETING.

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What the London News
papers Have to Say.
TIMES' FAITH SORELY TRIED
Will Lord Salisbury Ratify a More Abortive Agreement?
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Will Lord Salisbury Ratify a More Abortive Agreement?
Must be Prepared for Disappointment-of the evaluation of the Company's business and the success in a price of the description of the company is a shown a steady in the placing of agencies in differences and the province, the extension through which the screense in a price of the Garacteric of the Company's business and that the volume of business done by the placing of agencies in differences and the placing of agencies in differences and the placing of agencies in difference of the Company has shown a steady in the placing of agencies in differences and the placing of agencies in differences and the placing of agencies in difference of the Company in the placing of agencies in difference of the Company in the placing of agencies in differences and the place of the company in the place of the difference of the company in the place of our business and the province of the differences and the place of the difference o

n have been installed. It is also in con-templation to make a reduction in the price of lighting for dwelling houses. The additions to the machinery also will enable the company to increase its output of current for power purposes in much larger amounts that it has heretofore been able to handle. The assets and liabilities are as fol-lows: Assets: Plant account (including real estate), \$307,201.66; investment account.

behind in payment, all the rest bei paid up to date. These three were, consequence of circumstances, sli delayed; the loans, however, are and the payments sure. The subsidized capital of the

The subsidized capital of the con-pany at the present time amounts to over half a million dollars, and the instalment stock, forming a portion of this, is in good hands with a fa certainty of being carried to maturit certainty of being carried to maturity. Besides investments made in our pre-paid stock by investors in this pro-vince during the past three months, some good investments were made with the Company by parties living in the United States

some good investments were made with the Company by parties living in the United States. The instalment stock provides a means for investment of small an-ounts from month to month with a certainty of good profits being added, and thus furnishing in a few years a very considerable asset to the holders of such stock. Parties contemplating investment or desiring a means of savvestment or desiring a ing, with certain profits savings, should enquire savings, should enquire into the j of this Company, as the Board of rectors and those connected with feel safe in recommending it to into the plan

The Board of Directors for the past J. T. Gin

nour, Esq., M.D. (Warden Central Prison), President. H. H. Dewart, Esq. (Crown Attorney, County York), Vice-President. William McKenzie, Esq. (President

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Railway Company), R. A. Esq., W. Pemberton Page, rectors (with the last-named Toronto Esq., Dire gentieman as Manager and Se The Head Office of this Con in Confederation Life Building and Secretary).

**"BELL** 

abead of everything in the plano line-musically, it's perfection -and as for casework and general appear-ance BELL planos lead them all.

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PIANOS last a lifetime by - the largest makers

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with the latest improved and most practical instruments for the testing of the eyes, and our optician possesses the ability to discover quickly and rectify accurately any defect in the sight. It costs

Shoe" Store

nothing to consult him. Scheuer's Yonge St. mmmmm

Equipped

teed, and built to

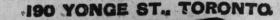
TENDERS WILL BE ASKED.

The Richmond Hill High School Board made their report. The school has 24 scholars from the village and 61 from the county, a total of 85 enrolle1.

ourselves with the vigorous language employed by the New York papers with reference to the treaty as amended in the Foreign Affairs committee of the Senate of the United States, but few Englishmen will care to dissent from the substance of their remarks. Our faith in the Senate has been sorely tried of late years, and should they succeed in replacing this treaty by an empty sham it would be all the more to be regretted, because it would retard the general adoption throughout the world of the principle of arbitration. Per-haps Lord Salisbury will be willing to ratify a mere abortive agreement, but the policy of arbitration and the gen-eral desire for a treaty of this char-acter. In the face of the silence of President-elect McKiney we must pre-pare ourselves for disappointment, and with ourselves with the vigorous language, found nec President-elect McKinley we must pre-pare ourselves for disappointment, and for either a sham treaty or none.

which are quoted on another page of this issue as appropriate jubiled year literature. We think he will find there inspiration sufficient to lead him to undertake the prepara-tion of an insolvent law for the unfor-tunate in Canada. Should the Gov-ernment decide to introduce such a law it ought to be comprehensive enough to include professional men as well as morchants and traders. In the mean-time, let Sir Oliver read the 15th of Deuteronomy.





the eyes of the world. The good pro-perties 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

mate mining is speculative enough in itself. Wildcatting should be prohibitive do by the most stringent legislation.
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The principal's salary is \$1000 and the states more closely related in language bell. S. F. McKinnon, Hugh Blain, W. and blood than any others in the world. F. Murray, Hon. George A. Cox, Robert from the output the province. They are without a real cause for failen off. LAND SALES FOR TAXES.



come Taxes, 1896.

Ratepayers who have not paid their statute labor or income taxes for the year 1896 are hereby notified that these taxes, with additional charges, will be collected forthwith by process of law, and without further notice being given.

Statute Labor and In-

ail Borden Eagle Brand densed Milk is a perfect infant Never take any substitute for Market Content of the substit for Market Content of the

(Deputy Treasurer Collector of Ta 351 Collector of Taxes City Hall, Toronto, Feb. 2nd, 1897.

