one-time flourishing but now decadent con-temporary. The Mail has done us a good thousand dollars or so to have the report confirmed. effectively as far as our material interests are concerned. The Mail has published to the advertising community that The To-ronto World has got a terrible hard grip on the best class of advertising that is going in Toronto. The public has all along suspected the fact, but The Mail has now convinced them of it beyond a doubt. To think of the tumble The Mail has now convinced them of the tumble The Mail has now convinced them of it beyond a doubt. To think of the tumble The Mail has now convinced the most of the tumble The Mail has now convinced to remove the deformity of the tumble The Mail has now converted to the tumble The Mail has now converted of the tumble The Mail has made! Canada's from this scene of strife and turmoil greatest paper engaged in underhand and Requiescat in pace! disreputable tactics to steal The World's advertising patronage! What a confession of weakness on the part of The Mail, and of ascendancy for The World! The reason why people advertise their auction sales in The World is because it has been found to pay to do so. The reason why they don't advertise in The Mail is because it doesn't pay to advertise in it. The World reaches the homes of all people in Toronto who have any money to spend. The same thing cannot be said of any of the other morning papers. The World supports the Conservative Government, but it is not a party paper. It is thoroughly independent and speaks its own mind without consulting party boss or political wire-puller. It sells for a cent a copy, which is another factor that ensures for it a large circulation. All advertising patronage! What a confession speaks its own mind without consulting party boss or political wire-puller. It sells for a cent a copy, which is another factor that ensures for it a large circulation. All classes of citizens read The World. On the other hand the readers of The Globe will be found to be nearly all Liberals. No one but a Conservative reads The Empire, and The Mail has a sort of nondescript circulation. The World is the only paper that covers the whole field. Is it any wonder the that the class of advertising about which there has been so much talk during the week should naturally come to the columns of The World? Take to-day's issue, for instance. The World? Take to-day's issue, for instance. The World? Take to-day's issue, for instance. The World page of advertise great many be possible on the control of the world in the class of the columns and the page of advertise great many different kinds of page and as a result the food that is surprising how Canadian stocks keep issue, for instance. The World presents to instance. The World presents to instance. The World presents to instance and the page of advertise and not been in circulation more than a full page of advertising about of the world with the class of page and seen the portrait were on their absence as the portrait were on their absence as the portrait were on their absence as the portrait were on the inkinkers and statesmen, a man so cablest thinkers and statesmen, a man so ablest The Mail has a sort of nondescript circulation. The World is the only paper that covers the whole field. Is it any wonder then that the class of advertising about which there has been so much talk during the week should naturally come to the columns of The World? Take to-day's issue, for instance. The World presents to its readers more than a full page of advertisements of auction sales and legal notices. We are terribly thankful to The Mail for informing the public that The World is the best advertising medium in Toronto. Keep it up, friends. It's worth 50 cents a line to us, agate measure.

TRADE TOPICS.

There is routed money at the very stiff rate for call money at the notice of the very stiff rate for call money at the proposition of the proposition. "The very stiff rate for call money at the proposition of the proposition." The very stiff rate for call money at the proposition of the proposition of the proposition of the proposition of the proposition. The very stiff rate for call money at the proposition of the proposition. The very stiff rate for call money at the proposition of the proposi

City Engineer just published. The report summarizes Mr. Keating's investigations into the various proposals that have been submitted for supplying the city with water. Seven such proposals have been investigated, and six of them are summarily dismissed in favor of the one recommending the present intake for the source of supply. Mr. Keating has come to the conclusion to furnish better water than can be obtained from any other quarter within reach, and he also believes that the position of the

advises that no time be lost in starting the tunnel and other works recommended. The construction will occupy two years. Figures are produced to show that the cost of pumping water from the lake is less than the cost of putting it into the reservoirs by gravitation, and the cost of pumping will be materially reduced when the new high duty engines are constructed and the brew value. Mr. Doidge, a retired farmer and value. Mr. Doidge, a retired farmer and past J.P., was also examined, but brought out no new facts.

M. B. MIHRAN'S Direct Imported Collection from the Orient.

A page of Society Named out years are construction from the orient. be materially reduced when the new high duty engines are completed. The cost of duty engines are completed. The cost of 1000 gallons to-day is 2.167 cents. As soon as the new engines are completed this figure will be reduced to 1.626 cents, and when the supply amounts to 40 million gallons to-day the pumping cost will be 1.548 cents per 1000 gallons. When these figures are realized gravitation will not be in its at all. The private offers that have in it at all. The private offers that have To advertisers-30,000 people read The been made are based on supply water at Toronto Sunday World.

that the cheapest water supply is to be obtained by pumping from Lake Ontario, and that gives us also the purest supply. And the construction that gives us also clean papers, and at the same time the most interesting, The Toronto Sunday work necessary to give us that supply in World. abundance and above suspicion as to purity | To the public generally-Subscribe for

any of the other schemes. The World has all along taken the position that our water system should be imfor six months, 50 cents a quarter, 20 cents proved and placed on a permanent basis as soon as possible. And after having given all the schemes some close scrutiny we believe, as we have already said, that the

ot all.

We, therefore, say without qualification that the work should proceed as soon as possible. There is one condition that must be attached to the work and made as binding as the law of the Medes and Persians, which is that no scamp work be allowed. Everything should be done in first-class style and beyond suspicion. If the public is assured that a reliable and the public is assured that a reliable and Mrs. Florence Knight, 126 Lippincottpermanent connection between the intake street, was buried at Mount Pleasant

in financing the work. The public will not object to paying slightly increased rates

England, My Mother, by William Watobject to paying slightly increased rates

England, My Mother, by William Watobject to paying slightly increased rates object to paying slightly increased rates provided they are assured of water that does not involve doctors' bills for typhoid fever and other diseases. A slightly increased rate for a few years will meet the cost of the work.

The Engineer's report is deserving a looket.

Their services Rewarded.

Their services Rewarded.

At the meeting of the city travelers last evening the retiring president, Mr. F. Gallow, was presented with a handsome silver fruit service, and Mr. S. Herbert Moore, the secretary, with a richly engraved gold looket.

Westment CG.

HEAD OFFICE - 51 Yonge-st., Toronte Money to loan in sums of \$100 to \$5000 on first mortgage security.

MEAD OFFICE - 51 Yonge-st., Toronte Money to loan in sums of \$100 to \$5000 on first mortgage security.

ON MONDAY, 30th of OCTOBER, next at 12 o'clock noon.

W. H. PEARSON,

General Manager and Sec. 1

word of praise. It is not very voluminou amount of hard work and close attention To make assurance doubt sure, The World recommends submitting the Engineer's scheme to an expert who has had 250 large experience in this kind of work.
200 Before committing ourselves to a half million dollar enterprise, it will pay us to make certain that everything will turn out as Our Thanks to The Mail.

The World is not a little indebted to a would not be bad policy to appropriate a would not be bad policy to appropriate a

Gone To Its Long Rest. We trust E. A.'s friends will subscribe

Identified Through The World.

tained from any other quarter within reach, and he also bolieves that the position of the presens in take was usely accepted, and that the future water supply can be obtained from the same vicinity, and at much less expense than from any other point. After reviewing several different methods of bringing water from the vicinity of the present intake over to the city side of the bay, the Engineer recommends a tunnel under the harbor, a little over a mile in length, coupled with a new conduit across the Island and out into the lake to the new intake. We are assured that this tunnel and conduit will give a constant and unneterate want and a supply that will meet the wants of a city three times the size of Toronto.

The estimated cost of carrying out the above work is placed at \$525,000, exclusive of land damages. No intimation is given as to these latter, but as such damages will be confined to the Island and involve merely the laying down of the conduit, they cannot amount to very much in any givent.

An important statement that the Engineer makes in his report is that it is unsafe to rely upon the existing conduits, and he advises that no time be lost in starting the drivent and other works recommended. The advises that no time be lost in starting the tunnel and other works recommended. The advises that no time be lost in starting the tunnel and other works recommended. The advises that no time be lost in starting the tunnel and other works recommended. The advises that no time be lost in starting the tunnel and condition in the following special features:

Q. W. Smalley's weekly cable letter; 36 ours ahead of its publication by The Mail and Engineer makes in his report is that it is unsafe to rely upon the existing conduits, and he advises that no time be lost in starting the two proposed to the present in the starting the device of the present in the starting the two proposed to the position of the material points and the the town of Millon when the tome of the two of the two more druken men there that the two

3 cents per thousand gallons.

Chaing down to results, then, we find think of The Toronto Sunday World.

will cost us less than the work essential to The Toronto Sunday World, and have it mailed or delivered free every Saturday

Art Sale of Oriental Rugs.

and the city can be constructed for the amount estimated by the Engineer then we are pretty certain that they wil corps of the Salvation Army, and the remains were interred with Army services.

EX-MEMBER OF PARLIAMENT REUBEN E. TRUAX



THE ROYA COMMISSION. This is the

Prof. Gordon Richard. Thinks That a Man Should Take a Little Stimulant For His Stomach's Sake. white grades.

Mr. Keating's Water Scheme.

A document that will be read with a great deal of interest is the report of the City Engineer just published. The report this time out will be less than usual, and there is money in busing the property at the report of the special to report this time out will be less than usual, and there is money in busing the property at the use of spirituous liquors, which he



TO DAY At 40 King-st East at 10.30 a.m. and 2 p.m.

GRAND AUCTION SALE OF

OFFICE: NO. 72 KING-STREET EAST, TO RONTO. Money to Loan on First Mortgages Principal may be paid monthly, quarterly or an unually and interest charged upon balance only. Savings received and interest allowed. JOHN HILLOCK A. J. PATTISON,
President. 246 Manager.

BRUSH PRACTICAL PAINTERS

Why?

ASK YOUR DEALER FOR BOECKH'S FLEXIBLE Round, Oval or Flat, All Sizes.

Brush Manufacturers, TORONTO, - ONTARIO.



AUTHORS & COX 135 CHURCH ST TORONTO

> MANTLES **JACKETS** CAPES SEALETTES

SILK SKIRTS JUST OPENED N. ROONEY 62 YONGE-STREET. 26

DISSOLUTION OF PARTNERSHIP

Dated at Toronto the 30th day of September. (Signed) GEO. T. ALEXANDER.

(Signed) G. TOWER FERGUSSON. VITNESS: (Signed) JOHN R. LANDIN. A new partnership has been formed between Mr. Fergusson and Mr. George William Blaikie, under the style of "Alexander, Fergusson & Blaikie," by whom the investment and general business heretofore carried on by "Alexander & Fergusson" will be continued at the above address.

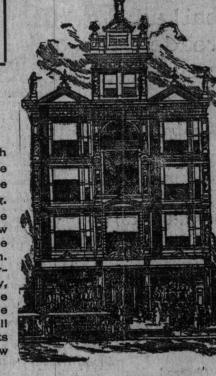
MEETINGS.

CONSUMERS' GAS COMPANY, The Annual General Meeting

This Week

->>>

It finishes the discomfiture under which we have labored for two long months while waiting in our temporary quarters for the completion of the new Oak Hall building. We have been cramped for room. We have thousands of new overcoats and new suits for men, youths and boys that we have been unable to show for this season. We have done a large trade in the temporary quarters, which we vacate on Monday, but the lack of conveniences there for the comfort of visitors has often prevented the full measure of attention which Oak Hall has always had the reputation of giving its patrons, and we are eager to show our new stock in the new building.



Next Week

~>>>

On Monday we begin to move into our blg new home. We shall avoid all the fuss. feathers and formalities of a ceremonious opening. Visitors are welcome to drop in on us every day while we are putting things aright, and every possible attention will be accorded to show them the largest and most completely furnished Youths' and Boys' Clothing Department on the continent, the greatest stock of stylish new Overcoats ever placed on exhibition, and a vast assortment of new Fall and Winter Suits for men, exceeding in extent and variety of patterns any stock now carried by any retail clothing house in the Dominion. Our opening attraction will be our own-made

Toronto's Great One-Price Clothing House.

Toronto's Square-Dealing

U EL

CLAD

Clothing House.

OUR TEMPORARY PREMISES, 118 King-st. East, next door to Cathedral. Open until 10 o'clock To-Night.

FREEHOLD LOAN & SAVINGS CO

BRIDLED
BRUSHES
The Transfer Books will be closed from 1st to 1st

Chas. Boeckh & Sons THE ONTARIO BANK.

DIVIDEND NO. 72.

One of many Cases we can refer to:

Notice is hereby given that a dividend of 31/6 per cent. for the current half year (being at the rate of 7 per cent. per annum) has been declared upon the capital stock of this institution, and that the same will be payable at the bank and its branches on and after Friday, the 1st day of December next.

The transfer books will be closed from the 16th to the 30th November, both days inclusive.

By order of the board.
68666
Toronto, 20th October, 1893. General Manager.

BANK OF MONTREAL. NOTICE is hereby given that a DIVIpaid-up Capital Stock of this Institution has been declared for the current half-year, and that the same will be PAYABLE at its Bank-

ing House in this City, and at its Branches on and after FRIDAY, the FIRST DAY OF DECEMBER next. The TRANSFER BOOKS will be closed from the 16th to the 30th of November next, both days inclusive.

By order of the Board, E. S. CLOUSTON.

Montreal, 17th Oct., 1893.

General Manager, 46

The Bank of Toronto DIVIDEND NO. 75.

Notice is hereby given that a dividend of Five Per Cent. for the current half-year, being at the rate of Ten Per Cent. Per Annum upon the paidup capital of the Bank, has this day been declared, and that the same will be payable at the Bank and its branches on and after Fridry, the Ist Day of December Next.

The Transfer Books will be closed from the 16th to the 30th days of November, both days included. By order of the Board.

(Signed) D. COULSON.

6 + General Manager.

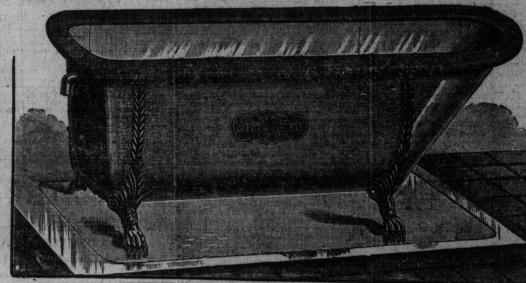
The Bank of Toronto, Toronto, 28th Oct., 1893.

Only \$5 Each. GEORGE TAUNT, Agent, 67 and 69 Jarvis-street, Toronto. 246



DEAFNESS Relieved by science. The greatest invention of the age. Wilson's commonsense ear drums: simple, practicable, comfortable, safe and invisible. No string or wire science. safe and invisible. No string or wire attach-ment. Try them and you will discard all others. Call on or address; C. B. Miller, Room 39, Freehold Loan Building, cor. Adelaide and Vic-toria-streets, Toronto.

P.O'Connor, late of O'Connor House East Market-square, has assumed the proprietorship of



"STEEL CLAD BATHS AWARDED MEDAL AND DIPLOMA." WORLD'S FAIR GROUNDS, OCT. 13th, 1893,

-ALSO-

SILVER MEDAL, - - TORONTO, 1892. BRONZE MEDAL, - - TORONTO, 1893.

THE LIMITED.

TORONTO, MONTREAL, QUEBEC, ST. JOHN, N.B.,

VICTORIA, B.C.

THE OLD RELIABLE CLOTHING HOUSE.

CREAT SUCCESS OF OUR BIG SALE OF MEN'S AND BOYS'

A Swiss Watch Given to Any Person Purchasing \$15 Worth of Clothing.

Every house should have one, clean, neat and healthy; can be used in any room. Winter is coming and you do not want to have to go to the bottom of the garden when the thermometer registers zero or thereabouts. Get one of these and stay right in the house.

See the following testimonial:

George Taunt, Esq., Agent:

DEAR SIR.—I have much pleasure in recommending the Gananoque Dry-Earth Closet as most useful and sanitary. These closets may be said to be essential in houses without water-closets, and very useful even to those that have such conveniences. Yours,

Toronto, Oct. 12, 1893.

Only \$5. Feet.

We offer the following bargains To-day and all Next Week: Men's Heavy cloth-lined overcoats \$5. Men's Heavy Driving Ulsters in all colors, from \$6.50 to \$12.

BOYS' AND CHILDREN'S CLOTHING AT HALF-PRICE.

Tremendous stock of GENTS' FURNISHINGS, HATS, CAPS, etc., at follows lower the colors of the second of t

C. MARTIN & CO., WEST MARKET-STREETS, TORONTO

Everybody will tell you that there is no place like Lear's for Gas, Electric or Com-bination Fixtures? Because they make a Specialty of them.

Because they carry the Largest Assortment.

Because they sell at Right Prices.

Because they have been selling Gas Fixtures since 1875.

Because, when selecting Fixtures at their Show Rooms, your mind can be centered on Fixtures only.

SAME OLD ADDRESS. 26 W. H. PEARSON,
General Manager and Sec.

W. H. PEARSON,
W. H. PEARSON,
General Manager and Sec.
No. 99 King-street west (formerly T. J. Best.) 267

19 and 21 Richmond-street W. Telephone 2575.

Mink Cape?

101 YONGE - ST.

Do You Want REMOVED. DR. McCULLY, Specialist

TORONTO For information write DR. McCULLY.