MONDAY MORNING

can buy:-

*T. EATON C^o. Canada's Greatest Store

THE TORONTO WORLD

TORONTO, ONT.

THE TORONTO WORLD Heartiest New Year's Greetings 190 YONGE STREET ONE CENT MORNING PAPER No. 83 TONGE-STREET. Toronto.

THE MONEY BYLAWS TO-DAY. Freeholders should support the three oney bylaws submitted to-day. They involve \$255,000 in all. and of this all but \$65,000 of the expenditure is to be productive. This last amount is to be spe for a new low-level bridge over the Don at Queen-street. This will return no reve-nue, but the city's engineering advisers say it is imperatively necessary and public safety, therefore, demands It.

and is eagerly looked forward to as the time approaches. For this January we are prepared as never before, both as to qua ity and variety of goods. As for value-giving we are determined to exceed all previous efforts, so as to make this The other two bylaws are safe business the most successful sale of its kind we ever attempted. We submit these items in Ladies' Underwear as fair samples of what speculations. The one, involving an expen-diture of \$40,000, to crib Harbor-square, a we are going to do. These represent scores of others equally as good and as important. On Tuesday morning you block on the Bay front between Bay and Lorne-streets, extending out to the new Windmill LAne, provides a central city lump for five years; after that it will pro vide extensive new dock accommodation. In its first capacity. It means a saving in cost of haulage of garbage of \$7000 a year or of \$35,000 during the whole filling-in The interest on the remaining nerlod. \$5000 will be overwhelmingly counterbalanced by the rentals from the 1300 feet of additional dockage which it will entail, and which the city must have, since we have got the 14-foot canals.

But by far the most discussed and prob- a larger number of stores distributed over ably the most profitable speculation will be a greater area. If the people get cheaper the \$150,000 which it is proposed to spend goods in the one case the city loses in popu in improving St. Lawrence Market. The only argument used against it is that "the affected in the other. It is only when the end is not in sight." The new City Hall is departmental store gets beyond a purely held up as a warning against thrusting in local trade that its business becomes a the thin edge of a wedge of expenditure. distinct gain to the city. Every dollar that It has been said: "You ask us for \$150,000 comes to Toronto's stores from the outside now, but we will have to vote twice that adds to the material prosperity and to the much more before your plans are an accom- population of the city. The business done plished fact." This is a bugaboo pure and by our magnificent stores, in which we inmple, unjust and contrary to the fact. clude not only the so-called departmentals, The fact is this, that the plans and speci- but the scores of special stores that ine cations are to be made to fit the expendi- our principal streets, from without the city ture, not the expenditure the plans. You are asked to vote to carry out such plans as have already been made. You are asked many millions a year, but it is several, and spend \$150,000, and if this sum will not the trade is growing rapidly. The outside suffice to put into execution Ald. Denison's tects are to be asked to tender plans which has had the effect of increasing Toronto's and Architect Symons' ideas, then archican be carried out for that sum. It is said population by many thousands, we would that \$150,000 would not do the thing justice. You have the authority of two. architects. and you have that of Architect Sheard to city than its direct advantages. The fact say that it will not. Two architects should that immense quantities of goods are distriand pains on their calculation as did the city as the most favorable location for their power for all purposes. The introduction

one, and have, in addition, bona fide ten-ders from responsible and largely experienced contractors to carry out their vari- and those who manufacture in outside cen-

hundred reasons. There is no valid reason erally. It is to the national character of the over the traffic of last year. In this conwhy it should be condemned. You should business done by its retail stores that To- acction the erection of the proposed parace vote for it. first, because the improve- ronto is attracting new factories and ex- hotel becomes a promiment ments will pay for themselves. For the truth of this the experience of other cities have already done so much to develop To-did new boat will be added to the fleet that similar to Toronto visited by the Market ronto and increase its retail business that runs between Toronto and Montreal, but Commission proves. That it is a good we venture to say that the large down-town even it will fail to bring the visitors it speculation was proved when a syndicate retail stores, which it, was anticipated should until we have a modern, up-to-date offered, if allowed, to instal a cold storage would be hurt by the departmentals, are notel.

NORTH

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plant, to pay for this franchise. 10 per now doing a larger business than ever. The Among visible causes of im cent. dividend on the total cost, or \$15,000 universal verdict of Toronto's merchants perity for this city is the connection that is that they have done & great deal more has been established between Toronto and

It will reverse a depreciation of 25 per business during the recent holiday season talists and the mineral interests of Western cent. on \$2,000,000 worth of city property, than ever before in their history. The tide Ontario and British Columbia. Toronta nd, on the contrary, appreciate it at least has turned. They are now profiting from manufacturers and merchants will reap the 10 per cent. This means a saving of \$700,- the increase in Toronto's por the expansion of its retail trude. The past large ought to benefit considerably by lu-It will preserve the balance in city pros- year has been a notable one in the history vesting in the unquestionably profitable perity. It will enable the east to keep pace of this city. For the closing year of the enterprises that are being floated by trustwith the west, without retarding the west. It will make Toronto the distributing de-bot for the fruit, dairy, meat and agricul-tural products in the province within a radius of sixty miles. It will make Toradius of sixty miles. It will make To-ronto the shipping centre for this province. It will encourage the hubbing of radial It will encourage the hubbing of radial railways in this city. The electric railway foot waterway which is promised by the companies are but awaiting a favorable vote to expand into the country in all directions. It will hurt no vested interests. It is to be essentially a wholesale market. Retail merchants are, therefore, its warmest sup-porters. back door, the canal system being her front as an export duty is placed on mickel matte entrance. We must have improved trans- we shall have a nickel refinery in this prothe times, for other cities are in the mar-ket business. Kinally, it will help Toronto to realize which, we trust, will be sanctioned by the Other minor projects might be mentioned, Finally, it will help Toronto to realize ratepayers to-day, is in line with the gen- but we think we have referred to sufficient eral policy that lies at the basis of our pros. to warrant our estimate that the year 1999 perity. Improved facilities at the market will prove Toronto's record year. A reference to the dinner given by the P. Eaton Company on New Year's Eve to its will receive more produce from all over the 200,000 people who have the good formore than two thousand employes might Ontario, and will ship a much larger volume tune to be residents of this promising city. very appropriately form an introduction to of goods all over the Dominion. A natural We trust the city will get down to business a few remarks on Toronto's prospects for the year upon which we have just entered, ket will be the extension of the electric This event, more than anything else that cars. We will be much disappointed if To-

JANUARY 2 1899

To Company's Agents and Policy Holders on Its Best Year's Work. (1) New Insurances issued exceed

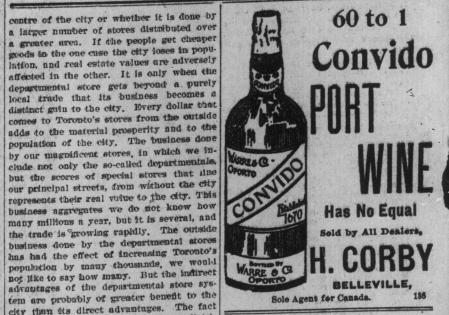
four millions. (2) Largest increase in Company's eash assets, premium and interest cash

receipts. (3) Stability of business shown by the greatest addition to Company's insurances in force.

-(4) Matured investment policies paid during the year compare favorably with those of any of the best Companies.

WILLIAM MCCABE, Managing Director, L. GOLDMAN, Secretary, HEAD OFFICE:

112-118 King St. West, Toronte, Ont.



buted from Toronto is the read reason why polized by any local corporation. Toronto when they spent five times as much time manufacturers have their eyes upon this uses annually about twenty thousand horse.

Toronito profited very largely last year ous specialty allotments at a total cost of tres find themselves at a disadvantage from the large volume of teurist traffic t only \$138,000. The two architects spent with their rivals in Toronto, who have the gravitated here. This business is a some about two months at their work, the one benefit of being in close touch with the liabored for less than five days. The market bylaw deserves support for a postal, freight und shipping facilities gen- year, 1899, will witness a farge inco

After 2700 gig ing into ped one of the of the rose to Mr. Eat present faces, w ment. T ment. T gcod. an tax of g familiar tells me counting allow m manager ly darig been ver past. an "Sellir that soi over, ai laughte a hotels a are non study po-ate. Wa we made wholock have the French Mulock have the French ter. Mr. H Idea of finally d huge un pany in A. bur remarks ander p "Bargai

closing ferring limited. like the occting whelmed gatherin ever cat closing. so, I or script o street. C the mer It has street." He say the fut the way mend h sand wou with th ILauzht blessing one to sity to

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frill of embroidery, 8 yds wide

and oluster tucks, 8 yds wide

Our White Goods Sale in January

have taken advantage of our special prices during the month. Each succeeding year this event has become more popular,

Our Annual White Goods Sale in January needs no introduction to the ladies of Toronto, who in former years,









It will serve to keep Toronto abreast of

its possibilities under the new era of deeper canals to the seaboard.

has transpired in Toronto, is indicative of ronto's suburban lines are not extended this city's supremacy as a centre of dis. during 1809 by nt least 50 miles. An extenstore for it through its enjoyment of this supremiacy. Up to a certain point we agree with those who contend that the depart-mentai stores have injured Toronto. As far as their business is local in its character Toronto reaps little or no advantage from these mammoth bazaurs. The local retail

Another feature of the current year will usiness of any city is a matter of little importance. There is very little difference probably be the completion of the project to the community, as far as population is for transmitting electrical energy from concerned, whether a few big stores do Niagara Falls to the city. The problem of

the local retail jusiness in the the long-distance transmission of electricity has been solved. Such was not the case when the electrical works on the American BEE Medical

works in the immediate vicinity of the source of the power. Even the transmission

of the current to Buffalo was an uncertain

Who are Willing to Pay When Convinced of Cure.

A scientific combined medical and A scientific combined medical and mechanical cure has been discov-ered for "Weakness of Men." The proprietors announce that they will send is on trial-remedies and appli-nace-without advance payment-to any housest man. If not all that is claimed-all you wish-send it back-that ends it-pay nothing! This combined treatment cures quickly, thoroughly, and forever all effects of early evil habits, later ex-cesses, overwork, worry, etc. It cre-ates health, strength, vitality, sus-taining powers, and restores weak and undereloped portions of body to natural dimensions and functions. Any man writing in earnest will receive description and references is a plain scaled envelope. Profes-sional confidence. No C. O.D. do-tion backs this offer. Address position to distribute current by the 1st of Nov. it will lose its right in the franchise, which will revert to the province. The deal with the company was a most unfor-

Erie Medical Co., Buffalo, N.Y.

British Empire Talks.

WARD NO 2. VOTE FOR COX.

Shockingly Sudden Decease.

when the electricial works on the American side of the river were undertaken. In con-sequence of the uncertainty as to the dist-ance to which it might be economical to transmit electricity, the American company adopted a safe policy, and offered induce-ments to manufactures to locate their works in the immediate vicinity of the

E. A. Macdonald for Mayor

quantity, and the use of power by factories in that city only begin last year. The situation to-day is altogether changed. The Power Company will make an air line to this city to be ready for the transmission of power as soon as the electrical machin-ery is installed at the Falls. The develop-ment of the power on the Canadian side connot be delayed, in uny event, much longer than the present year. If the com-pany that owns the franchise is not in a position to distribute current by the 1st of

E. A. Macdonald for Mayor

New York Rate Reduced

tunute one for Ontario, and we could hope for mothing better than the loss by the company of its invaluable privileges. How-ever, Toronto cannot fall to benefit to a very large degree, whether the work is done by a private corporation or as a Goy. done by a private corporation or as a Gov-

crament undertaking. Undoubtedly we shall have cheap power in Toronto, but we must take care that its distribution is not mono-