The Toronto World.

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Toronto Buys a Park Instead.

One of the signs of the times is the proposal to build a trolley railway between Detroit and Toledo. The current number of The Electrical World has the following announcement: "A new company, formed to build a road between Detroit and Toledo, O., has elected the following officers: President, J. H. Ainsworth, Toledo; vice-president, L. K. Parks, Toledo; secretary, J. H. Warner, New York; treasurer, J. Ellery Eaton, Toledo; general manager, H. H. Johnson, New York. The company was incorporated under the laws of the State of Michigan, and the documents are on file in Lansing. The work of securing the franchise and right of way is completed. The object will be to run cars about every hour, and to carry merchandise and express, as well as passengers. Overtures have already been made by the express companies. The line will be 56 miles in length, and will be laid with steel rails. The coaches will be vestibuled and furnished in the latest and most approved style. J. Ellery Eaton says the road will be the direct outlet for travel for nearly 500,000 people, and, if properly conducted, there is no reason why it should not be a paying investment right from the start. It will touch Monroe, Vienna, La Salle, Flat Rock and other intermediate points, and will follow the line of the old government road. The project is looked upon with favor by the people generally all along the proposed line. It is designed to have the road in full operation in early spring, and possibly as early as Feb. 1."

Business v. Flower Gardens.

To-day the Property and Executive Committees will have before them the project for acquiring the Upper Canada College Grounds at a cost of $377,000. We have already adduced arguments to show the city would be making a mistake in acquiring the property at the present time. Our contention is that Toronto already has as much ornamentation as the population, debt and present prosperity of the city warrant. As we pointed out the other day, the city will be better off by $25,000 a year if it does not make the proposed purchase.

It is a generally-admitted axiom in the government of Toronto to-day that our already big load of debt must not be increased except for the prosecution of works that are necessary. The proposed park cannot come under this exception. The park is more of an ornament and luxury than a necessity. We have enough of parks to satisfy all wants for many years to come, or at least till we see the evidences of increasing population. These evidences are not yet visible. As far as parks go the citizens would get much more benefit from them by the exercise of a little common sense in regard to those we have in advance of the expenditure of another half a million for the new site. To allow the people access to the parks on Sunday will cost nothing, and it will at the same time increase the average time spent by each citizen in the parks by three hundred per cent. The purchase of the Upper Canada College property will not increase the average five per cent.

People are wondering why Toronto is at a standstill. When they see the narrow bigotry and the illogical conduct of the majority of its people they need wonder no longer. We are handicapped in all our movements by the mediæval restrictions of Mechanical Reformers. Toronto will never grow as it should until its citizens enjoy the freedom of other modern cities. Just at the present time we are in danger of sliding back into a one-horse town. Montreal is leaving us away in the rear. We ought to let no opportunity slip that will make our city more prosperous. If it is population we seek, why keep people away by our illiberal Sunday restriction laws? The principal reason urged by those who favor the new park is that it will induce people to reside in Toronto. The running of the cars on Sunday will induce one hundred people to come to Toronto for every one that the new park will induce. And the wheels of the cars will turn (if we only say so) without costing the city a cent, whereas the new park will cost us half a million. And yet there are some people who wonder why Toronto does not go ahead.

There are several public works of necessity that should be undertaken before any large sum is spent in parks. One of the papers that has favored the purchase of the college grounds no later than Saturday announced that the only way to purify Ashbridge Bay is by the building of a trunk sewer. "This is not only what ought to be done, but what must be done; the sooner the better, if the health of the people is to be cared for." Another public work that we must undertake at once is the building of a tunnel across the bay. The City Engineer advises the work to proceed at once, as our present water system cannot be depended on. The building of a trunk sewer and the improvement of our waterworks have been urged from year to year. If anyone enquires into the reason of these improvements not being prosecuted he will find it in the city's lack of funds. We haven't the money to build the trunk sewer, and so we continue to dump the refuse of the town right under the city's nose. We cannot board the pleasure steamers that frequent our harbor without wading through an atmosphere that is often thick with stench. Instead of our having a pure water bay for sailing and rowing and steaming, we enjoy these amusements in a large cesspool.

Why do we put up with this? Simply because we haven't the money to undertake the work. A ten-acre park in King-street is nowhere compared with a trunk sewer as a health producer. Not a cent should be spent in further ornamenting the city until these necessary disease-banishing works are undertaken. The half-million dollars that the new park involves would go a considerable way in building the trunk sewer. It is almost sufficient to build the works recommended by Engineer Keating in connection with our water supply.

If we had no trunk sewer to build; if we had no water channels to make; if we didn't owe $20,000,000; if our taxes were of moderate dimensions, instead of being well nigh unbearable; if new manufactories were springing up in our midst and our population increasing; if, in fine, we felt ourselves being carried forward on the crest of a progressive wave, then we should say, by all means acquire the park, and put a fountain in it, too, and place electric lights every 100 feet apart. But, as things are at present, our advice is to undertake necessary works before those of ornamentation, and if Mayor Fleming and the aldermen want a field for displaying their interest and devotion towards Toronto let them evolve some project that will bring to our city Business, with a big B. We can get along without more parks; we don't need winter gardens; the city would suffer little if our children were ornamented with a few less educational frills; and the restrictions of the Mechanical Reformers can be taken down without injuring the city's interests. These things are non-essential to our progress. But one thing there is that we must have if this Toronto of ours is to go ahead. We must get Business, and new Business; and not Business that caters to the city alone, but Business that is connected with the adjoining townships and counties, with the province and with the Dominion at large, and outside the limits of the country. This kind of Business is the one essential to Toronto's progress. And it is for this reason that The World would soon see this park matter adjourned in favor of a project for getting new features here; for utilizing the trolley system as it should be utilized in rendering the trade relations between the city and the townships as easy as possible; in placing the Niagara Peninsula in closer connection with Toronto in winter as well as in summer, and so on. The capitalists of Toronto to-day entertain no project that has not an immediate five or ten per cent. return for them. We believe that the next great impetus that Toronto will receive is to be had from an extension to the trolley railways. With a network of these lines Toronto can compel the people who live within 50 miles of the city to market their produce and buy their supplies here.

But how long it takes to realize any of these projects! If our capitalists had a little more enterprise or recognized how closely their own individual interests are tied up with those of the city at large we would ere this have had an experimental trolley line running 30 miles to some enterprising centre, and not only conveying to Toronto the produce of the territory, but bringing the residents to our stores and offices.

This kind of energy and push our aldermen and public men don't take kindly to. But when it is a question of spending the people's money—well, just watch how they will rush that half-million dollar park scheme through the committees and council this afternoon, through to a finish if possible. If Mayor Fleming is successful to-day this scheme, which was only proposed two weeks ago, will be a finished piece of business to-night. We will commit ourselves to an expenditure of half a million to-night. That amount would build and equip a first-class trolley road from here to Hamilton. The new park will give us no new business. The trolley road would put the territory between here and Hamilton under closer tribute to Toronto. It would be another step towards the fulfilment of that prophetic utterance which once was given forth by the Delphic Oracle to the effect that before the twentieth century was ushered in the Ambitious City, basking in quiet repose under the Mountain's brow, would become a suburb of a big city forty miles away.

Which will you, Mayor Fleming? Put a half million dollars into a flower garden or assist the Oracle in suburbanizing the surrounding townships and country?

Enforced Morality.

The revelations which have resulted from the raid recently made on the premises of "Doctor" Andrews are said to have shocked and astonished the community. But to men of ordinary experience and common sense they will neither be very shocking nor very astonishing. They are but the natural outcome of our morality department, and are due to Colonel Grasett's abnegation of his own opinions in favor of the self-satisfied and half-informed understrapper who considers himself charged with the protection of our city from the weaknesses of human nature. The social evil, under regulation and supervision, is a thing to be deplored, but wise men know it to be inevitable, and in that shape preferable to no shape. The total suppression of immoral haunts is not the total suppression of vice. We bow to the conventional rule that the less said about some things the better, but that this wretched old miscreant should be in correspondence with two or three hundred women, to the worldly-wise points a moral, and that is, "Get rid of this morality department."

A Standing Reproach to Toronto.

Citizens Kelly and Hendry are still in the Sunday bus business, despite the prognostications of the restrictionists that a few weeks would see them at the end of their tether. They are now doing a good steady trade, and they state they will keep the service in operation all winter. If the street cars are not running by next spring the people who own busses and pleasure vans will reap a big harvest by catering to the business that will present itself in May and thereafter during the summer. The people may be denied the use of the street cars to take them to the parks next summer again, but they will get to the parks in some way or other. These busses on our streets on Sunday are a standing disgrace to this city of Toronto. Not because the drivers and users are violating a law that was given to the Jews, but because the vehicles themselves are tangible evidences of the dyed-in-the-wool bigotry of this 19th century city. The leaders of the church have something of more importance to fight than the running of street cars on Sunday. Modern thinkers and writers and ministers, too, are laying much greater abuses against the church than this small affair in Toronto. If the ministers of Toronto will study current thought as found in the leading magazines of the age, in The Forum, in The Arena, in The North American Review, for instance, they will encounter much more serious problems to engage their attention than Sunday cars. But the fact of the matter is a great many people in Toronto haven't yet caught on to the fact that we are living in the final decade of the 19th century. Why don't they read the magazines and leading papers of the day and acquaint themselves with the progress that is being made, not in science and the mechanical arts alone, but in the regions of abstract thought? A few dollars spent in the leading current literature of the day will do these gentlemen a world of good.

TRADE TOPICS.

The wheat markets are very bearish. Everything on Saturday favored lower prices. Receipts from the Northwest instead of falling off showed an increase, and exports were unusually small. The bulls in Chicago were utterly demoralized and threw their wheat in all directions, causing a bad break that put prices to the lowest point yet reached on this crop.

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Saturday was a day on which a good deal of drygoods paper matured. Bankers report that this paper was well looked after by wholesale merchants, and the latter say that indications are favorable, with about the usual percentage of renewals.

"The low prices of produce led many to expect a great falling off in remittances," said a merchant on Saturday, "but our country collections have been comparatively better than those from the city."

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We hear a great deal about the antagonism of capital and labor, but after all the two go hand and hand together. Capital is the product of labor. Dam up the channels of commerce and progress is retarded by a locking up of capital. If our industries were stopped even for a few days, capital would disappear. Under such circumstances it would be astonishing to see how little capital there was after all.

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The foreign trade of Canada during the first quarter of the current fiscal year is very satisfactory, as the figures are compared with the same three months of 1892, when our export trade was at its height. The total exports for July, August and September are valued at $39,035,551, as against $39,794,075 the corresponding quarter of last year, a decrease of $758,524. During September the exports were $12,779,137, a decrease of $1,000,000, owing chiefly to lower prices and a decline in the cattle export trade.

Canada's imports for the first quarter of 1893-94 were $34,261,725, as against $33,281,896 the corresponding three months last year. For September our imports are valued at $12,193,226.

GROWTH OF ADVERTISING.

THE PUBLISHER AND THE ADVERTISER SHARE THE HARVEST.

How Advertising is Done By a Large Concern—Distributing Advertising Matter in Every Quarter of the Globe—Newspapers the Best Medium For Distribution.

One of the most interesting phases of the growth of business in this country has been the development of advertising. Persons who have watched the newspapers, magazines and other publications for the last twenty years must have noticed with some degree of curiosity the change that has been going on in their appearance and wondered at the increased size of the periodicals themselves, together with the increased proportion of advertising to reading matter. It seems to the average reader that there cannot be a proportionate return to the advertiser to pay him for all this extra expense in advertising, and still it may be said with every degree of confidence that advertising in this country is still in its infancy. The growth of newspapers, magazines and all publications has been the direct result of advertising. The advertising department is the backbone of the newspaper, and at the same time the advertising of any article of merit controls to a large extent its sale; consequently the publisher and the advertiser meet on friendly ground, each helping the other to success.

Twenty years ago it was considered quite a big undertaking for an advertiser to contract for $50,000 worth of space in the newspapers of the country, whereas to-day there are a number of concerns which spend anywhere from $300,000 to $600,000 a year in advertising in this country alone. It must be understood at the outset of this article that no claim is made for the success of advertising unless the article advertised possesses superlative merit. It is true that successes have been made by men who simply impose upon the credulity of readers of newspapers, but their successes have been short-lived, for it is the same in advertising as in every branch of business—it does not take the public long to appreciate the worthlessness of any article advertised and refuse to buy it. In selling an article of merit, however, legitimate advertising paves the way for a ready success, and newspaper advertising is unquestionably the best method to employ. The newspapers are the best means for the distribution of advertising matter, costing less in proportion to the number of people reached and causing the least trouble. Still there are other methods for distribution which are very effective.

It is only necessary to refer to the history of one concern to show the value, as well as good business judgment, of making known to the public any article of merit through the medium of legitimate advertising. In 1876 there was organized the firm of Scott & Bowne in New York city. The members of the firm—Messrs. Alfred B. Scott and Samuel W. Bowne—had for three years prior to that time been experimenting with cod-liver oil and had succeeded in making an emulsion which came up to the standard fixed by physicians. Cod-liver oil had been recognized by the medical world for years as the most nourishing of foods and the possessor of unusual remedial properties. It is a well-known fact that physicians had prescribed plain oil for years in cases where there was a wasting away of strength, such as Consumption, Coughs and Colds, Scrofula, Anæmia, Loss of Flesh and Blood Diseases. It was also prescribed for Weak Mothers and Children where food did not seem to nourish them properly. The objections to it, however, were that it was nauseating to the taste and taxed the digestive organs of the body in getting rid of it. The plain oil was so difficult of assimilation that even if the stomach could retain it the digestive organs were taxed in dealing with it. When Scott's Emulsion made its appearance, however, cod-liver oil became practicable as both food and medicine, and by the year 1880 Scott's Emulsion was fully established among the medical profession. There was no effort made to conceal the formula or method of its manufacture, as Messrs. Scott & Bowne were very anxious to co-operate with physicians and improve their emulsion in every way possible. It may be said, for the purpose of explanation, that an emulsion of cod liver oil means simply the breaking up of the oil into tiny particles so that the oil may readily be assimilated. The great difficulty is in making an emulsion wherein the oil will not separate from the other ingredients, thus going back to its old form, and in preserving the strength of the oil by making an emulsion containing a large percentage of it.

Messrs. Scott & Bowne believed in advertising their preparation from the start, the same as they have always believed in elevating its standard to the highest degree of perfection possible. Not having much money their advertising during the first few years of their business was necessarily small, but in about the year 1882 they began branching out in newspapers all over this country. In 1880 they had established a factory in Belleville, Canada, and about the same time that they began their extensive newspaper advertising in this country they started a factory in London. The newspaper advertising brought almost immediate returns and enabled them to extend their business further. In 1884 they opened factories at Barcelona, Spain, and Oporto, Portugal. In 1885 a factory was started at Milan, Italy, and in 1890 the concern went into Paris, France. In the meantime, however, they had introduced their preparation into South America, Central America, Mexico and the West Indies. Wherever they went they introduced their unique trade mark of a Norwegian fisherman carrying a big cod-fish on his back into the newspapers, together with other advertising matter, and they also distributed cards, circulars, books and calendars free.

Several years ago the firm bought property fronting on Pearl and Rose-streets, New York city, and last spring there was completed the New Scott & Bowne Building which is now the home of Scott's Emulsion. This building is 12 stories high and is the most perfectly equipped building of its kind in the world. On the second floor of the building a large space is set apart for the advertising department, where a force of men is kept busy with the making of contracts in about every country of the world, in preparing advertising literature to be sent all over the world from New York, and in checking newspapers to see that contracts are carried out. To show the vast extent of this advertising department it is only necessary to say that the department in the home office at New York controls the advertising of Scott's Emulsion in the following countries: Canada, United States, Salvador, Honduras, United States of Colombia, Bolivia, Guatemala, Ecuador, Venezuela, Mexico, Argentine Republic, Costa Rica, Nicaragua, Chili, Peru, Brazil, Uruguay, Paraguay, West Indies, Great Britain, France, Belgium, Holland, Switzerland, Portugal, Spain, Italy, Turkey, Malta, Egypt, Palestine, South Africa, India, Japan, China and the Australian Colonies including New Zealand.

Prior to this fall it was the policy of Scott & Bowne to place all their United States advertising through an advertising agency in New York City, but the advertising department has grown to such proportions that it became advisable to handle the United States advertising the same as foreign countries—that is, from the home office. In several countries there are still advertising agencies employed to a certain extent, but the growth of the business necessitates a centralization of work under the one head of the advertising department in New York, which is personally superintended by Mr. Scott himself, although Mr. Scott delegates the details, such as the making of contracts, etc., to his subordinates.

Mr. Bowne attends to the financial part of this great business, and thus the responsibility is divided evenly between the members of the concern.

The purest and best medicinal cod-liver oil in the world is made in Norway, and it has been to an extent through the influence of Scott & Bowne that the standard of its manufacture has been elevated in that country. Scott & Bowne consume a large percentage of all the first grade medicinal Norway cod-liver oil. They import it themselves to their various factories, and are continually making improvements in their emulsion. Experiments are constantly made with the oil, and it is no injustice to others to say that in its degree of perfection Scott's Emulsion stands head and shoulders above all other forms of cod-liver oil.

Such has been the growth of Scott's Emulsion, and this is only one instance of the development of the legitimate advertising of an article of merit. Physicians and the public generally have found by years of experience with Scott's Emulsion that it has great merit, being much more effective than plain oil in the cure of Wasting Diseases, such as Consumption, Scrofula, Anæmia, Lung and Throat Troubles, Loss of Flesh and Wasting away of Children, and this accounts largely for its sale all over the world in the countries wherein it is advertised. There are many other similar cases, and no one is better fitted to testify to the truth of this article than publishers themselves, who have reaped their share of the harvest.

THE OPERA CLOAK.

An Interesting History of Its Development and Use.

The evolutions of fashions and customs are as interesting as the most brilliant pages of political history. In their constant changes we cannot but see that restless energy that distinguishes man from all else in the world, that energy that forces him to investigate good and evil, and that will not and cannot rest until he has placed everything beneath his feet.

In all the history of fashion there is nothing more interesting than the development of the opera cloak. It exemplifies, if aught inanimate can, the Darwinian theory of the survival of the fittest. The word cloak is derived from the old French cloque through the low Latin cloca, and is connected with the German glocke, a bell. It was originally so named on account of its bell-like shape.

The cloak has been in use among all civilized people in all ages. Herodotus tells us that the Barbarians wore a short white cloak over their other garments, and Cæsar mentions the sagum or sagulum as a peculiar kind of cloak worn by the Franks and Northern Barbarians. Though the similarity of the names of this popular garment among all civilized nations proves its remote antiquity, there seems to be no doubt that its origin was Celtic. It was in early use among the wild Bohemians and its name among those people to-day is klok.

At first the cloak was worn by men alone and by soldiers, not civilians. Consequently it was short and loose to allow play of the arms. Originally it was of but one pattern. But gradually it left the camp to invade the court, the school, the forum and the church, until finally the soldier, the scholar, the philosopher, the priest, the bishop, the noble and the king each wore some peculiar cut of cloak as a distinguishing mark of rank, craft or profession.

But a curious change took place, and woman was at the bottom of it as she is at the bottom of nearly everything that concerns fashions. She seized upon the cloak, and lo, it became a thing of joy forever! This took place about the end of the Middle Ages. At first the cloak remained of the Goose short circular shape. But gradually it was made to fit more closely to the form, made of rich fancy colors and comfortably lined with furs. Now this borrowed property has become a part of woman's possession, from which she parts not. Of late the opera cloak has widened its sphere of usefulness. It is now, since it is made more graceful, worn to operas, concerts, churches, receptions, parties, and for driving purposes; its advantages being that it can be worn over the best and most delicate of undergarments without injuring them.

This season the Russian cloak in black, trimmed with black or gray fur, dark green trimmed with black, gray trimmed with black, with various lighter colors, is the favorite. These cloaks are all lined with furs of various grades and range in prices from $10 to $50 each. Every first-class dealer in furs keeps a good stock of these cloaks, and within the last two weeks have sold thousands of them.

As I was passing Dineen's great fur store, King and Yonge, I called in yesterday and asked to see his stock of opera cloaks. He showed me two large rooms where he kept them. Here there were dozens of them, all of the latest make. "Sir," said the ever-courteous proprietor, "the only way this cheap $10 cloak can be distinguished from this expensive one at $50 is in the material used." And it was so. Woman has made wonderful changes in the rough, shapeless garment of the rude barbarian soldier.

"Hotel Vendome," New York.

Toronto people visiting New York should make their home at the well-appointed and handsome "Hotel Vendome," corner of Broadway and Forty-first-streets. The "Hotel Vendome" is a short distance from the Grand Central Depot, and has also direct car service from the West Shore and Erie Railway ferry docks. The "Vendome" is almost opposite the Metropolitan Opera House, and street cars pass the door from all theatres. Its appointments are perfection. Newly furnished and equipped from the ninth story down; it is the *par excellence* of comfort. The hotel contains two hundred and fifty rooms, single and *en suite*, with or without baths, and is conducted on both the European and American plan. The cafe is one of the handsomest in New York, and the dining-room, situated in the ninth story, cannot be surpassed in New York. The "Vendome" is the most home-like hotel in New York. 1

Public Attention.

Public attention is called to the fact that by improved methods of manufacturing the different materials contained in the Empire Baking Powder—the whole being scientifically compounded—a first-class article can be sold at a moderate price. The powder is manufactured by Ellis & Keighley, Toronto, and sold for 25c per pound tin. It is guaranteed equal to any in strength and wholesomeness. 1

The Price of Oatmeal.

Editor World: The World deserves much credit for calling public attention to the extortionate disproportion that exists between the price of flour and the retail price of bread. The wholesale price of oats is at present 25 to 28 cents a bushel. Oatmeal retails at 50 cents a stone. Is this extortion?

CONSUMER.

California and Mexico.

The Wabash Railway has now on sale winter tourist tickets at the lowest rates ever made to Old Mexico and California. These tourist rates are available for the great winter fair at San Francisco. The banner route is the great Trunk Line that passes through six states of the Union and has the most superb and magnificent trains in America.

Full information may be had from any railroad agent, or J. A. Richardson, Canadian Passenger Agent, northeast corner King and Yonge-streets, Toronto. e

When you notice unpleasant sensations after eating, at once commence the use of Northrop & Lyman's Vegetable Discovery, and your Dyspepsia will disappear. Mr. James Stanley, merchant at Comiskey, writes: "My wife has taken two bottles of Northrop & Lyman's Vegetable Discovery for Dyspepsia, and it has done her more good than anything she has ever used."

Queen-street Methodist Church.

The Rev. J. O. Peck, D. D. of New York lectures in above church this evening. Those who desire to hear one of the most eloquent and celebrated divines of the Methodist Episcopal Church of the United States should not fail to avail themselves of this opportunity. Dr. Peck, owing to his onerous duties, can only visit Toronto on rare occasions. This is one of them, which should certainly be taken advantage of.

These two desirable qualifications, pleasant to the taste and at the same time effectual, are to be found in Mother Graves' Worm Exterminator. Children like it.

"Give me The Toronto Sunday World every time; I like the way things are dished up," said a gentleman of honest sporting proclivities on Saturday night.

A. E. Walton,

chemist and druggist, cor. Queen and Broadview and 895 Queen-street east, is headquarters over the Don for the celebrated Membray's Kidney and Liver Cure and all the leading patent medicines advertised. See a list of testimonials for Membray's Kidney and Liver Cure. Get a bottle; will cure pain in back without a doubt. 1

We have no hesitation in saying that Dr. J. D. Kellogg's Dysentery Cordial is without doubt the best medicine ever introduced for dysentery, diarrhœa, cholera and all summer complaints, sea sickness, etc. It promptly gives relief and never fails to effect a positive cure. Mothers should never be without a bottle when their children are teething.

Wood's Norway Pine Syrup cures coughs.
Wood's Norway Pine Syrup cures colds.
Wood's Norway Pine Syrup heals the lungs.

THE WHOLESALE GROCERS

ARE A UNIT IN FAVOR OF WINTER NAVIGATION.

Toronto Has Ever Been Slow in Opening New Avenues of Trade—Here is an Opportunity That Should Not Be Let Slip—Hon. Frank Smith Says it Would Not Pay.

The wholesale grocers of this city are nearly unanimous in their belief that their trade would get an impetus unparalleled by any boom ever yet received if winter navigation were established between Toronto and Port Dalhousie and Niagara.

All believe that great advantages would result, but some whose trade is not very important with that section at any time are not so enthusiastic over the scheme as others who carry on a large traffic with the Niagara Peninsula and accordingly know by experience what advantages winter navigation would bring.

What Some of the Grocers Say.

Mr. H. P. Eckardt of H. P. Eckardt & Co., 3 Front-street east, is one of those merchants who carry on a thriving trade with the Niagara Peninsula and accordingly is enthusiastic over the scheme. The Niagara peninsula would be a good market for wholesale groceries if it were well developed. The goods could be landed at Niagara and Port Dalhousie and then spread throughout the country.

This trade is not developed now even in the summer time. It cannot be, because only five months are practically open to Toronto merchants. The trade is just established when it has to be discontinued.

In summer the Toronto men have a free show. In winter they have to compete with Hamilton merchants under the disadvantage of having extra freight charges and very heavy extras, too. This cut off nearly all the profits and the trade was neglected.

Now, winter navigation would make the communication permanent. Merchants would take advantage of this and a brisk trade would be developed. This would have good results for Toronto as well, and these advantages would act and re-act on one another and make the navigation a glowing success.

"Toronto," said the successful merchant, "has always been slow in opening up avenues through which her trade might develop. This is a move in the right direction."

A Great Boon To Farmers.

Mr. John Sloan of Sloan & Crowther, 19 Front-street east, claims that the winter navigation would be a great boon for them. They could establish a good trade with Niagara. Now Niagara people are in the hands of the railway. The railway men can accommodate or not, as they please. Niagara people were in the same position as Toronto people were before there was railway competition. Niagara people and Toronto merchants are now both in the hands of this monopoly. The only way out would be to establish a competitive line such as proposed.

Time, too, is a great feature in mercantile trade. Winter navigation would make a speedier communication.

Mr. Hugh Blain of Eby, Blain & Co. also favors winter navigation. He claims that Toronto would no longer suffer the disadvantage it is under now, but would be on an equal footing with other cities.

This trade is of immense importance. The Niagara peninsula is a large market place.

Another great advantage would be the equalizing of the freight charges between here and the American cities. Toronto in every way would be benefited, and the wholesale grocers would wax stronger with these additional advantages.

Mr. John I. Davidson said that their trade was not very considerable with the Niagara Peninsula, but he thought that the effect of winter navigation would be beneficial. He wouldn't predict very glowing results, but experiment might prove otherwise.

Mr. F. W. Humphrey, 64 Front east, said that he did but little business with Niagara. It would be enlarged if navigation lasted all the year round.

Mr. Keighley of Smith & Keighley didn't believe much in the scheme. He didn't believe the scheme would pay. He said, however, it would result in the Grand Trunk Railway lowering its freight rates. He gave an instance of how rates were cut by the railway authorities in summer time because the boat competition forced them to reduce their rates.

Hon. Frank Smith Opposes It.

Hon. Frank Smith didn't believe in the scheme. It wouldn't pay. It would pay the navigation men would long ago have undertaken the scheme. There wasn't anything in it. It couldn't be run and it wouldn't pay. If it could a boatman would undertake such a wild scheme.

Mr. Barlow Cumberland didn't believe in the scheme either. It wouldn't pay. It could be run. Physical difficulties were the least. The sticking point was the financial barriers.

"You could," said he, "run a mower over a farm in winter time and there would be no grain gathered. This is the same as the winter navigation scheme."

Scrofula, bad blood, pimples, blotches and skin diseases can be cured by B.B.B., the great blood purifier and tonic.

Something For Everybody.

Surely there was something for everybody in the number of The Toronto Sunday World that was given to the public at 9 o'clock on Saturday night. As to news there were the arrest of "Doc" Andrews, the alleged abortionist, the threatened prosecution of Parnellite members of Parliament, Sir John Abbott's will, reports of all the first-class and many minor football matches, reports of horse races at three tracks, admission of young ladies into the novitiate, G. W. Smalley's weekly cable letter, the Sultan of Johore's love affair, a column of fresh Canadian despatches, and many other matters. Coming to the features: for society people, all the news of their doings and movements; for the ladies, fashion plates and reading matter; for the musicians, a bright column of musical jottings; for husbands and wives, some pointers as to how best to remain on good terms with each other; for the athlete, a chapter on boxing and general sporting news; for the ordinary reader, The Captious One's notes and comments; for the theatre-goer and the stage-struck, London's latest success; Nymroc's view of the plays of the week, coming attractions, the morals of the stage and other interesting articles; for the historian and the patriot, the story of Guy Fawkes and the battle of Inkerman; for the geographer and scientist, an article on Dr. Nansen's explorations; for those interested in the drink question, an article on saloon reform; for the municipal and social reformer, an article illustrating the lesson to be derived from Mayor Harrison's assassination; for the litterateur and bon vivant, description of a dinner at Stratford and for the first-named everything; for the clergy, an article on the length of sermons in the past; for the lover of light literature, bright short stories, poetry, humor, etc.; for the horseman, an entire page of news, notes and most interesting reading; and for the whole world the whole paper. Now, ponder over the facts here set forth and send in your subscription for the paper to be delivered or mailed free without delay.

Through Wagner Vestibule Buffet Sleeping Car Toronto to New York via West Shore Route.

The West shore through sleeping car leaves Union Station, Toronto, at 4.55 p.m. daily except Sunday, arriving in New York at 10.10 a.m. Returning this car leaves New York at 8 p.m., arriving in Toronto at 10.25 a.m. Sunday leaves Toronto at 12.50 p.m.

Social Problems.

At the regular Sunday afternoon meeting of the Social Problems Conference Mr. G. G. Pursey gave an able address on the subject of "Public Men and Leaders of Reform." Mr. Stewart Lyon will speak next Sunday in the Auditorium parlor, his subject being "The Single Tax a Link in History."

The Student's Mixture

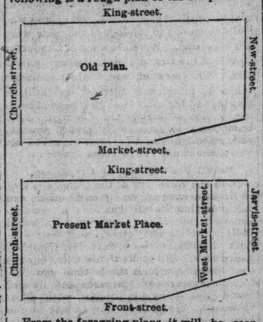
tobacco is selected with the greatest care towards securing the blending qualities which produce to the smoker such delicious enjoyment. Try it and you will be satisfied to use no other.

When all other corn preparations fail, try Holloway's Corn Cure. No pain whatever, and no inconvenience in using it.

AN ANCIENT DEED.

An Interesting Record of the Early History of St. Lawrence Market.

An interesting historical relic of the early history of the city of Toronto has just come into the hands of the City Solicitor. A few days ago Mr. Casimir Dickson, jr., grandson of the late Chief Justice Draper, brought into the office of Mr. Biggar an old time-marked parchment bearing the great seal of the Province of Upper Canada and marked with the date, Aug. 17, 1803. Mr. Dickson had found this among some old title deeds belonging to his grandfather. It is not known how it got there. It proved on examination to be the original deed of trust empowering Hon. Henry Attock, Esq., Chief Justice, Hon. Peter Russell, Hon. Æneas Shaw and Hon. John McGill, all of the town of York in the County of York, in the Home District, to act as trustees for the "plot of ground heretofore set apart by the Executive Government for a market place in the town of York (consisting of five and a half acres of land), etc." Then there followed a description of the piece of land, which is as follows: "Commencing at the southeast angle of the said tract at the corner of Market-street (Front) and New-street (Jarvis), then north to King-street, then along King-street to Church-street, then south to Market-street, then along Market-street to beginning. The following is a rough plan of the old plot:



From the foregoing plans it will be seen that the extent of the grounds is the same as that of the original plot, but that there is now an additional street through the plot which was first known as West Market-street. The old name of Jarvis-street was New-street and the south side of the market was called Market-street. This was before Yonge-street was surveyed through the city, and when the present Victoria was the great central thoroughfare of the city.

It was not until 1814, however, that the market was established by a charter granted in that year from His Majesty George III. yielding to the wishes of the Home district expressed in an act of the Local Legislature. This curious old charter, which has so strangely come into the City Solicitor's hands, were heavy upon it the mark of age. The writing, which is done in a heavy, old-fashioned script hand, is dulled by time, so that it is in places difficult to read, and the great seal of the province is broken in two pieces. This seal is a very curious example of the taste of our ancestors in this legal and ethical age. It is made of resin and beeswax, of circular shape, about 4½ inches in diameter and an inch thick, instead of being placed upon the parchment, as is now the custom, it is fastened to it by a piece of tape, which is secured to the parchment by being passed through two slits in it. The seal also bears on one side a double commocopia, an anchor, a sword and in the upper corner the Union Jack. On the other side is the English coat of arms with all the titles of George III. in Latin. But time has nearly done its work with the inscriptions. There should be many more of these old documents, which should be brought out before they are lost to posterity. The city owes it to itself to preserve as far as lies in its power the records of its past history.

The History of the Gunpowder Plot and of the Battle of Inkerman was given in The Toronto Sunday World of Nov. 5.

Chaplain Searls at the Pavilion.

"Eighty-five per cent. of the crime of the country," said Rev. Wm. Searls, D.D., at the gospel temperance meeting of the Canadian Temperance League at the Pavilion yesterday afternoon, "can be traced to the rum traffic. I speak after a careful study of the question as chaplain of Auburn State Prison, one of the largest prisons in New York State, and if facts and figures are wanted to prove the statement I am ready to supply them by the bushel." This was the first shot fired by Dr. Searls in an address that bristled with logic, pathos and humor, and held the attention of one of the largest audiences that has at any time gathered in the Pavilion. The chair was occupied by the president, Mr. J. S. Robertson, and a number of beautiful gospel selections were rendered by the Rev. J. Wyre and daughter with harp and guitar accompaniment.

For all throat and lung diseases, coughs, colds, asthma, bronchitis, etc., Norway Pine Syrup is a sure cure.

City Council Will Meet To-Night.

The City Council will to-night deal with the Hurontario Canal scheme and the advisability of buying the old Upper Canada College grounds for a park.

Actors and actresses, get The Toronto Sunday World of Nov. 5.

Local Jottings.

All the fine furniture, Brussells carpets, mirrors, etc., also piano, etc., at the residence of George Gitten, Esq., 146 Carlton-street, will be sold by auction to-day. Mr. A. O. Andrews will conduct the sale. The property will also be sold.

Miss Marguerite Dunn's recital will take place in Association Hall Tuesday evening, Nov. 7. The opening number will be "Beruria," as recited by Bernhardt. Plan is now open at Nordheimers'.

A meeting of the Liberal-Conservative Association of Ward No. 5 will be held on Tuesday evening in Dominion Hall, at Dundas-Queen-streets, for the election of officers.

The True Blues met at their lodge rooms in Spadina-avenue yesterday at 2 p.m. and marched to Christ Church, corner Lippincott and College-streets. Here they met the lady members, and all listened to a very interesting address by Rev. Bishop Campbell.

The detective department received word yesterday evening that the premises at 35 Langley-avenue had been entered and a number of articles stolen.

Douglass A. Thurston, 81 O'Hara-avenue, and Charles Ralston were placed under arrest Saturday, charged with obtaining money under false pretences. The amount is $75, and W. J. Kearns of Peterboro is the complainant.

Three companies of Orangemen, comprising lodges of the central district of the city, met at their different lodge rooms and marched to Elm-street Methodist Church yesterday afternoon. Rev. Mr. Manning of Sherbourne-street Methodist Church preached an interesting sermon, dealing principally with the history of the order.

THE GETTING IT DOWN

is bad enough, with the ordinary pill. But the having it down is worse. And, after all the disturbance, there's only a little temporary good.

From beginning to end, Dr. Pierce's Pleasant Pellets are better. They're the smallest and easiest to take—tiny, sugar-coated granules that any child is ready for. Then they do their work so easily and so naturally that it lasts. They absolutely and permanently *cure* Constipation, Indigestion, Bilious Attacks, Sick and Bilious Headaches, and all derangements of the liver, stomach and bowels. They're *guaranteed* to give satisfaction, or your money is returned.

THE MAKERS of Dr. Sage's Catarrh Remedy say: "If we can't cure your Catarrh no matter what your case is, we'll pay you $500 in cash." Now you can see what is said of other remedies, and decide which is most likely to cure you. Costs only 50 cents.

GUINANE BROS. BUILDING SALE

THOUSANDS OF DOLLARS' WORTH OF FALL BOOTS AND SHOES.

The Ceilings of Their Building To Be Raised—A Shoe House Where You Can Get Every Kind of Boots, Shoes, Slippers, Overshoes and Rubbers Manufactured.

The public have responded to our desire to serve them more readily than even we anticipated. The goods are going at a lively rate, and we fully expect to be able to start at the front of our building inside of a few weeks. The ceilings must be raised, but there are yet too many thousands of dollars' worth of goods piled on the floors above to attempt it. To our legion of customers and to the general public we would say: The liberal patronage you have given us shows the unshaken confidence you have in our venture and is more than ample return for the sacrifice of goods we are compelled to make. We are trying to show our appreciation of that confidence; we are now working for your accommodation; we want to give you a shoe house in the proper sense of the word. A place where you can get every kind of boots and shoes manufactured. We want to make it your shoe house, not ours, and instead of coming to GUINANE BROS', 214 YONGE-STREET, in hundreds you will come in thousands. Therefore, we are building you a shoe house such that each of the five floors will be larger than any retail shoe store in the Dominion. We are compelled to sacrifice thousands of dollars worth of fall and winter goods in order to hurry on with our building, determined that instead of moving the goods off the premises we will let our loss be your gain. The following will give an idea of what we are doing towards clearing off our stock: Ladies' Cas