ESTABLISHED 1864.

JOHN CATTO & SON

NEW YEAR SALE

Our elaborate New Year Sale has been launched and promises to surpass anything in the history of the house. Of course we cannot list all the special offerings, but quote a few hereunder to give a general idea.

TABLE CLOTHS and NAPKINS.

Fine Pure Linen Damask, Irish and Scotch makes, in the greatest profusion of splendid patterns, every size and all goods of highest excellence in wear and appearance. This is an unusual opportunity to restock with napery at a **saving of up to 33 1-3 per cent.** Come early for best assortments.

TOWEL BUNDLES.

Several hundred dozens of all kinds of towels, including plain hemmed and hemstitched huckabacks, damask and huck, fine diaper, etc., from **80c, $1.00, $1.10, $1.25, $1.50 to $5.50 per bundle of half dozen.** Regularly $2.00 to $15.00 per dozen.

BATH TOWELS.

Fine assortment of best makes, plain white cotton and brown linen terry; also stripe and check, fancy colored patterns. A table of each **25c and 50 cents.** Regularly 33 to 70 cents.

HAND-EMBROIDERED PURE LINEN PILLOW CASES.

Executed in the well-known Irish peasant handworker's best style, in a variety of chaste patterns, as Shamrocks, Daisies, Chrysanthemums, Bowknots, etc., full **standard pillow size** 32 1-2x36 inch. **$1.75 and $2.00 pair.**

EMBROIDERED LINEN BEDSPREADS.

Great layout of these very popular and dainty Bed Covers, in pure Irish linen, in great variety of assorted designs, for single, three-quarter and double beds. Prospective brides should secure one or more of these while offered at the present very special prices: **$8.00, $9.00, $10.00, $11.00, $12.00, $14.00 and $15.00.** Regularly $10.00 to $20.00.

TRAY CLOTHS, ETC., MUCH REDUCED.

We are showing the balance of an Irish manufacturer's sample and overmade stock, which we secured 33 1-3 per cent. below their value, and these together with a handsome lot of Japanese hand-drawn Tray Cloths, Tea Cloths, Bureau Covers, Stand Covers, Buffet and Sideboard Covers, etc., etc., are all **clearing at 33 1-3 per cent. discount.**

COTTON SHEETING AND PILLOW CASING.

Immense stock of British made, first quality, Cotton Sheetings and Pillow Cottons, every weight, quality and width which can possibly be desired, at our special **New Year Sale prices.**

NOTE: Comparative prices would not apply here without considering quality—hence we give none—Call or write and be convinced.

WHITE BED COUNTERPANES.

Varied showing of all standard makes of White Bed Counterpanes, including honeycomb, dimity spots and stripes, satin damask and mercerized makes, etc., etc., in single, three-quarter and double bed sizes, all at much reduced prices.

DOWN COMFORTERS.

Excellent English-made, fine down-filled bed comforters, in all sizes, both handsome down-proof sateen-covered grades at low and medium prices, also very elegant silk-covered, with highest grades of hand-selected down-filling.

ALL SPECIALLY MARKED FOR THIS SALE.

BLANKETS.

We are including our entire stock of All-Wool Blankets in this **NEW YEAR SALE.** This ranges every reputable make, from the cheaper domestic grades to the finest of the famous Scottish makes, all single cut and whipped, full assortment of borders, and all sizes for single, three-quarter and double bed.

NOTE: A sample value in this blanket sale is our regular Catto **$6.40 Blanket,** which will be offered while stock lasts at **$4.80 pair.** Other sizes and qualities in proportion.

CEYLON FLANNELS.

About 20 pieces, assorted, beautiful stripe effects for outing shirts and pyjama suits, etc.

Good 25 cent value at 20 cents per yard.

FLANNELETTES

Stripes in handsome colors—14 cent value at **10 cents yard.**

GINGHAMS.

Pretty stripe and check effects in great variety of colors.

All specially reduced for New Year Sale.

DRESS FABRICS AT 50 CENTS,

Including Satin Cloths, Voiles, Cashmeres, Nuns' Veilings, Crepes, Serges, Cheviots, Mohairs, Tweeds, Lustres, etc., etc., all shades, including black, fully represented. Regularly $1.00 and $1.25.

New Year Sale Price 50 Cents.

BLACK AND COLORED SILK SPECIAL.

Chiffon Duchess, Satins, Taffetas, Paillettes, Foulards, Surahs, Louisines, Tamoines, plain and fancy. Regularly 75c, $1.00, $1.25.

New Year Sale 50 cents per yard.

IF OUT OF TOWN, WRITE.

JOHN CATTO & SON

55 to 61 King Street East.

TORONTO.

SENSATIONS EXPECTED.

DRESDEN, Ont., Jan. 3.—Some sensational developments are expected when the inquest into deaths of ex-Mayor Hicks and Rev. G. H. Long, killed in the fire of Sunday, Dec. 25, opens to-morrow. Twenty witnesses have been called. The competency of the fire department will be enquired into. Persistent rumors as to the origin of the fire will also be set at rest.

Italian Stole Pick.

Joseph Frank, 40 years, an Italian, living at 37 Teraulay-st., stole Chas. Albrecht's pick and Charles took so long to look for it that he lost his job. Yesterday Detective Taylor arrested Joseph while he was picking with the pick in an excavation in Victoria-st. He is locked up in the Court-st. station.

There, too, is Agnetto Rocco of the same address, charged with shoplifting in the Eaton store. He was arrested yesterday by Detective Armstrong.

Fort William Customs.

FORT WILLIAM, Jan. 3.—Fort William customs collections for the year, which closed Jan. 1 amounted to $820,992, according to announcement made to-day by F. C. Perry, collector. This is an increase of $47,814 over the total for the previous year.

THE WEATHER

METEOROLOGICAL OFFICE, Toronto, Jan. 3.—A depression, which was last night over Northern British Columbia, has moved quickly into the western provinces, accompanied by mild weather, while another depression has developed off the middle Atlantic coast. In Ontario and Quebec it has been much cooler, with light snowfalls in many localities.

Minimum and maximum temperatures: Victoria, 36—42; Kamloops, 10—18; Edmonton, 12 below—48; Calgary, 26—38; Qu'Appelle, 28 below—30; Montreal, 20—30; Halifax, 40—50; Winnipeg, 38 below—2; Port Arthur, 30 below—10 below; Parry Sound, 6 below—2; Toronto, 13—22; Ottawa, 6—22; Quebec, 22—34.

—Probabilities—

Lower Lakes and Georgian Bay—Fair and decidedly cold to-day; light snowfalls by Thursday.

Ottawa and Upper St. Lawrence—Fair and very cold.

Lower St. Lawrence and Gulf—Strong northerly winds; colder; snow to-day, then clearing.

Maritime—Strong winds and gales, shifting to westerly and northwesterly; rain to-day, then turning colder, with local snowfalls.

Superior—Strong winds; higher temperature, with snow.

Manitoba—Mostly fair and becoming colder again.

Saskatchewan and Alberta—Generally fair and colder.

THE BAROMETER.

Time.	Ther.	Bar.	Wind.
8 a.m.	21	29.76	14 W.
Noon	20	.....	.....
2 p.m.	18	29.70	13 N.
4 p.m.	14	.....	.....
8 p.m.	13	29.73	12 N.W.

Mean of day, 17; difference from average, 6 below; highest, 22; lowest, 13; snow, .4 inch.

STEAMSHIP ARRIVALS.

Jan. 3	At	From
Massilia	New York	Marseilles
Corinthian	Glasgow	Boston
Lusitania	Liverpool	New York
Pennsylvania	Hamburg	New York

TO-DAY IN TORONTO.

January 4.

Royal Alexandra—Lena Ashwell, in "Judith Zaraine," 2.15, 8.15.

Princess—A. C. Matthews, in "The Importance of Being Earnest," 2.15 and 8.15.

Grand—"Way Down East," 2.15 and 8.15.

Shea's New Theatre—High-class vaudeville, 2.15 and 8.15.

Gayety—Al Reeve's "Beauty Show," 2.15 and 8.15.

Star—"Miss New York, Jr.," 2.15 and 8.15.

Shea's Yonge-street Theatre—Pop vaudeville.

Women's Canadian Club—Conservatory of Music, 3.30 p.m.

C.M.B.A. concert—Association Hall, 8 p.m.

Board of education, 8 p.m.

DEATHS.

CALVERLEY—At Whitby, Sunday morning, Charles Calverley, youngest son of William Calverley, aged 22.

Funeral on Thursday to All Saints' Church, and thence to Union Cemetery.

COCHRANE—On Jan. 3, 1911, at 12 Boustead-avenue, Henry Cochrane, in his 38th year.

Funeral on Thursday at 2.30 p.m. from the above address; to be buried with Orange honors. Orangemen invited.

EMPRINGHAM—On Monday, Jan. 2, 1911, at 80 Stephenson-avenue, East Toronto, William Thomas, beloved husband of Harriett Empringham and eldest son of George Empringham, in his 49th year.

Funeral on Wednesday at 2 p.m. from above address. Service at St. Saviour's Church. Interment at St. John's Cemetery, Norway.

PILKEY—At the residence of his son-in-law, William F. Montgomery, 120 River street, on Tuesday, Jan. 2, 1911, George Pilkey, in his 89th year (formerly of Scarboro).

Funeral notice later.

STUMP—On Jan. 2nd, Hannah Stump, in her 61st year, only daughter of the late Thomas H. Playter, Woodbridge, and beloved wife of Joseph W. Stump.

Funeral from 19 McKenzie crescent, Jan. 5th, at 2.30 p.m., to Prospect Cemetery.

R. MOFFATT

UNDERTAKER

Removed to 571 College Street, Corner Manning Ave, Toronto. Lady in Attendance

Phone College 762 136

OBITUARY.

Harry J. Cochrane.

Harry J. Cochrane, a prominent member of L.O.L., No. 913, died yesterday at his residence, 12 Boustead avenue. He was 38 years of age. The funeral will take place on Thursday under the auspices of L.O.L., No. 913, and members of this and sister lodges are requested to meet at 12 Boustead avenue at 2.30 p.m. to attend the funeral.

Minor Accidents.

While stealing a ride upon a sleigh in Sudbury-avenue yesterday afternoon, Arthur Holmes, 8 years, 99 Dovercourt-road, was jolted off and crushed between the sleigh and a telegraph pole. His right leg was broken below the knee, and he was removed to the Hospital for Sick Children in the police ambulance, after being attended by Dr. Heggie.

Ellen Purcey, a domestic employed at 254 Jarvis-street, slipped and fell while entering that place yesterday afternoon. Her right ankle was fractured and she was removed in the police ambulance to St. Michael's Hospital.

The First Society Newspaper.

In these days of many society papers it is interesting to recall the genesis of the first one of the race which was produced in France in the beginning of the eighteenth century.

It was called Nouvelles a la Main or Hand to Hand News in those days and the inventor was a lady named Mme. Doublet. Mme. Doublet received all the best society of Paris and both she and her guests loved scandal. To cater for their taste a book was kept into which every visitor wrote what he or she had picked up in the way of news or gossip since his or her last visit and these news items were afterward copied on to sheets of white paper and taken around to the houses of those of Mme. Doublet's friends who had not called that day. Eventually the thing developed into a commercial enterprise and the Hand to Hand News was sold to all who wanted it for six francs monthly or a pound a year. But the pound in those days was, it must be remembered, worth a good deal more than it is now. In 1758 when Mme. Doublet was quite an old lady, an attempt was made to stop the circulation of her Nouvelles a la Main. But they had gained so great a hold upon the public taste that the police were powerless to do so.

Harper, Customs Broker, McKinnon Building, 10 Jordan St., Toronto. 86

AN EPOCH IN BUSINESS

Gourlay, Winter & Leeming Celebrate Opening of New Factory.

Just eight years ago the firm of Gourlay, Winter & Leeming began the manufacture of the Gourlay piano. The modest premises where the first instrument was assembled soon became too small. More accommodation was secured. Enlargement followed until the firm built for themselves a very large and most complete manufacturing establishment on Logan-avenue. Last evening there was a housewarming. The members of the firm entertained their employes, their wives and sweethearts, to the number of some three hundred. Dinner was served on the second floor and was followed by speeches and music.

R. S. Gourlay, who presided, called attention to the fact that men would be able to work under comfortable and pleasant conditions in the new factory.

There was abundant light, no underground passages, and plenty of good, fresh air. A rest room would be provided, where employes might heat lunches and eat them, and there would also be a reading and smoking room. The firm, Mr. Gourlay continued, had been in business for twenty years, first as a distributor and selling agent for high class pianos. At that time there were three employes. One had passed away. The other two were still on the payroll. Many men had been with the firm since the first Gourlay piano was manufactured, eight years ago.

J. E. Hoare, the manufacturing partner in the firm, planned the new factory and supervised its building. He expressed his opinion that it was one of the best equipped factories in America. His object during the past eight years had been to make the best piano in Canada. Material, workmen and work had been of the highest type. No wonder the Gourlay piano had been such a shining success. In recognition of the work that Mr. Hoare has done the other members of the firm presented to him a very fine gold repeater watch.

Addresses were made by F. W. Winter and Thomas Leeming, both of whom expressed the pleasure they had found in watching the development of the business and experiencing the loyalty and faithfulness of the men.

A number of the foremen spoke briefly. Most of them referred to the critical faculty of Mr. Hoare, and his demand for the finest work. Mr. Alden, a German, said that no better work was produced in the European factories.

Music was supplied during the evening by the Doric Quartet.

MONEY FROM FRANCE.

MONTREAL, Jan. 3.—(Special.)—Rodolphe Forget, M.P., is loaning money to the street at five per cent., this being the first time in the history of St. Francois Xavier-street that money has been loaned in this manner. It appears that Mr. Forget, during his recent trip to Paris, made arrangements with large financial houses in the French capital that will permit the loaning of large sums of money to brokers; thus obviating the frequent stringency that takes place here on the street.

ST. JOHN'S AMBULANCE.

OTTAWA, Jan. 3.—Capt. R. J. Birdwhistle, general secretary for Canada for the St. John's Ambulance Association, left to-night for the west with the object of organizing the association in the different western provinces of the Dominion. He will hold meetings at the following places on the dates mentioned:

Winnipeg, Jan. 6; Edmonton, Jan. 10; Vancouver, Jan. 17 to 20; Regina, Jan. 27. Capt. Birdwhistle will arrive in each city where meetings are to be held a day or two previously, to complete the arrangements.

FOREMAN BLOWN TO ATOMS.

BANCROFT, Jan. 3.—A man named Volkenstine, a foreman at the Craigmont Corundum Works, was blown to atoms by an explosion of dynamite, and another workman named Gracy received injuries which may prove fatal.

Volkenstine's head was picked up some distance away, and this was the only part of the body found.

AUTO LOADED WITH RIFLES.

MADRID, Jan. 3.—A despatch from Vigo says that the garrison at Valencia de Minno, Portugal, has been consigned to barracks upon orders from Lisbon, and ordered to be ready to move at a moment's notice.

According to the despatch, the authorities at Monaco, a small town of Portugal, 28 miles north of Vigo, surprised and seized two automobiles loaded with rifles, and dashing toward the interior of Portugal.

WAITING FOR FIELDING.

OTTAWA, Jan. 3.—Apropos of the visit of Sir W. Mackenzie to the government to-day, Hon. G. P. Graham stated that nothing would be settled on the policy of the Hudson Bay Railway till the minister of finance returns from Washington.

STEAMER RAN ASHORE.

ST. JOHN, N.B., Jan. 3.—J. H. Scammell & Co., agents of the Elder-Dempster Line here, received a cable to-night that the steamer Kwarra, 3304 tons, bound here, went ashore Friday in Pentland Firth. This steamer was to have made the January sailing from St. John to South African ports. Another boat will have to be secured.

TWO BURNED TO DEATH.

CHARLOTTETOWN, Jan. 3.—(Special.)—At Clyde River two aged residents of that place, Colin McPhail, postmaster, and his sister, lost their lives when the little cottage where they lived was burned to the ground. An old lady, falling, upset a kerosine lamp, causing the disaster.

A COMPROMISE.

OTTAWA, Jan. 3.—The railway commission was asked to-day to have better connection between the Canadian Pacific Railway and the Kingston and Pembroke Railway. The board made no order, but the railways undertook to notify passengers when trains are late and connections likely to be missed. If these are not made passengers can go free to Smith's Falls, to connect with Renfrew and Pembroke.

Nothing Will Be Done.

MONTREAL, Jan. 3.—(Special.)—A party of men who have been to Ottawa of late, say that Hon. Mr. Fielding is in good shape physically, but that he has no hope whatever that anything will come of the coming visit to Washington. It is stated that he pressure brought to bear upon the government from their own supporters has been a great deal more serious than either Sir Wilfrid or Mr. Fielding ever expected, and that this is why the expedition to Washington is doomed, even before they have set out.

REGISTERED

Fairweathers FURS

JANUARY SALE

Every customer who sets out to buy furs has reached the turning point where decision must be made between simply saving money—or whether to choose on the strength of good appearance and the qualities that make for a paying investment.

"Not what one pays, but what one GETS, is what makes a good fur bargain."

Our special prices mean actual profits to the customer on fur garments and sets, which show in unmistakably good style and capacity for long service the accumulated results of our nearly half-a-century of experience in making and selling the best furs. Compare these prices:—

Ladies' Fur-lined Coats

Black broadcloth shell, semi-fitting, 50 inches long, natural muskrat lining, deep storm collar and revers of Western sable.

Regular 70.00 for **50.00**

Persian Lamb Jackets

24 to 28 inches long, large storm collar, facings and cuffs; lined with best black and brocade satin.

Regular 175.00 to 200.00 for **137.50**

Baby Lamb Jacket

30 inches long, tight fitting, large collar and facings, blouse effect, lined with handsome brocade satin.

Regular 200.00 for **125.00**

Musquash Coat

42 inches long, semi-fitting, deep storm collar and cuffs, best satin linings.

Regular 125.00 for **96.50**

Man's Coon Coat

50 inches long, natural Canadian coon.

Regular 85.00 for **68.00**

Persian Lamb Set

Fisher style scarf and large square pillow muff to match

Regular 70.00 for **56.00**

Alaska Sable Set

Fancy stole, with tabs at back; large pillow muff to match.

Regular 135.00 for **108.00**

Moleskin Set

Fancy cravat, with three tabs in front, pillow muff to match.

Regular 40.00 for **32.00**

Natural Coon Set

Two-skin shaped stole, with Imperial muff to match.

Regular 24.00 for **19.20**

Isabella Fox Set

Two-skin stole, with tails and paws at back, and square pillow or animal muff to match.

Regular 75.00 for **60.00**

Write for Fur Catalogue "N"

Fairweathers LIMITED

84-86 YONGE ST.

Winnipeg. **TORONTO.** Montreal.

CANADA BUILDER IS MR. HAWKES

Continued From Page 1.

have come first will persuade those who stay behind.

"I asked my own children and they are all girls, whether they would like to go back to England. Do you know what they said? They would not leave Canada because they could not have as much fun in England. They would have no sleighs there. Canada is the greatest country in the world for children. A man will generally make any sacrifice for his family, but if he knew that he could make a home here and give them better prospects, a better education, a more splendid future, than he could ever give them in the old land, he would not hesitate."

The Vital Problem.

"Lord Grey told me that the most important problem in Anglo-Canadian immigration is that of getting the homeless child in Britain to the childless home in Canada. There are scores of thousands of children, not badly born either, under the care of the poor law guardians, who have but a poor future in England. There is a task for us.

"Official literature can't describe how the Browns went out and sent for their relatives, or how Jack Wilson did so well in the west and sent for his sweetheart, and the whole of both families followed, or how Jones' girl went out with the man she married and in three years they had a house of their own all paid for, and her father came out to see her, and decided to invest and settle down in the same town.

"But these things are happening all the time, and such occurrences would be frequently appearing in the columns of 'The British News of Canada,' in the department that tells of home-like happenings."

Field for Adventure.

"Personally Conducted" is a work of powerful comfort to some travelers, and "The British News of Canada" will practically serve as a courier for those who start out on the great adventure of making a new home in a new land. Every week there will be fresh news of the great field, 3500 miles broad, in which the great adventure is to be made. All sorts of farming and business, and manufactures, and labor, will be discussed and reported. The true inwardness of Canadian life in all its aspects will be set forth. It will be in the language of a friend—a man who can be trusted. The intending farmer will hear just what he wants to know, grain, stock, dairying, sheep, whatever he is after. The city conditions will be presented faithfully.

"Have you any idea what a solid link there is in the church life of the country between the old land and the new? That is a point we shall take up.

"Then there are the societies. Besides the fraternal bodies there are many local organizations connected with the old country counties and cities. News of these often help a man to locate.

Liked Average People.

"Birds of a feather flock together," remarked Mr. Hawkes. "I had the pleasure last summer of going with a party of Bristol citizens from Quebec to Edmonton and back, and while they were greatly impressed with the country and its resources, they were most impressed with its average people. They saw better physique, better clothes, better get-up generally than they usually see at home. In many circles there is an impression that an emigrant is an unfortunate sort of a failure who goes to some distant part of the world to struggle out an existence as far from observation as possible. It is only beginning to dawn on the mass of people at home that they might leave England for their own good, instead of their country's, as was the old idea about emigration. You can see where 'The British News of Canada' comes in there. It will point out the kind of place that the independent emigrant wants to go to, and will put him in touch with birds of his own feather before he takes flight."

Better Class of Immigrants.

"You think the quality of immigration will improve?"

"There is no doubt of that. It is not only that Canada is looking after the matter herself and will not admit the weak, idle and vicious. Canada is not a receptacle for the unfit of the older lands, but a home for a great people, about the breeding of which we are going to be as careful as a nation can. When the better class Englishman realizes that quality is an element in the consideration, he will begin to compete. He has begun to compete already, and the movement is spreading upward as well as in other directions. The Duke of Sutherland has been considering the possibility of moving the whole of his tenantry to the west of Canada, and many noble families have already made investments here. There are 70,000 Grand Trunk investors in England. The current is strengthening, and there will be a steadily increasing flow all the time.

A Bond of Union.

"Now think what this means to those who are left behind as well as for those who come. If they can get a paper which will be a real news letter and give al lthe information, all the gossip, all the events and happenings which they would write home about if they had time, and which people at home would read if they got a letter, The British News of Canada will take the place of a vast amount of correspondence, and will go where letters would never go, for want of time on the part of willing writers.'

Mr. Hawkes has the utmost faith in the swelling streams of immigration.

Dawn of a To-morrow.

"The big movement is slowly but surely coming. It will be the most wonderful thing in history since the human floods swept over Europe from the east. For this will be a flood of pure water to freshen the vast areas of Canada with the wonderful life of a great nationality. As the ninety millions of the United States differ from the few millions of 1776, so the Canada of the future will differ from the Canada of to-day. Into that blend of the future will be absorbed many elements, but Britain will contribute more largely than she has done yet, and will stamp the gold of Canada with the characteristics of the great island democracy, a sturdy and more independent stock than any continental people has yet been bred from."

And All for a Penny.

Instead of being a paper printed in England about Canada, "The British News of Canada" will be a paper printed in Canada which will sell on the streets of London and all over the three kingdoms, for a penny. Anybody can have it on either side of the Atlantic for fifty cents a year, a bright big paper every week. Orders have been already received for over 25,000 copies. It will not be like dead emigration literature, but a real live Canadian paper. The distribution has been arranged for thru several thousand agents, and the whole circulation is highly organized. Mr. Hawkes some years ago made a special study of Canadian and United States newspaper distribution, and he is now turning to account all that he has learned.

All Live Matter.

Mr. Hawkes will not burden his paper with any of the clogs that weigh down so many enterprises of the kind. Any department that cannot be improved into real value will be abolished. There won't be any editorial columns of the heavy ordnance variety. "The Land We Live In" will take its place as a department of bright and personal communication between the editor and his readers. Mr. Hawkes will aim at broadening and cementing the foundations on which successful policies can be raised, without dictating the nature of the structure.

Its Helpful Aspects.

Such departments as "Picking up the Trail," helping missing friends to discover each other in the old land or the new; the "Consultation Room" where advice will be tendered and rendered to all and sundry on all sorts of topics urgent to immigrants; tthe farmers' page; "The British Woman in Canada and Her Friends," which will take up a neglected section of society, rural and urban; the book chat; the church columns, where the vicar and the free churchman may both find room for a message; and other features will appeal to every member of the family circle.

"No, I won't take all the advertising I am offered," said Mr. Hawkes. "I am going into this thing not only as a business enterprise, tho, of course, that has to be kept in the forefront, but with the idea that I can do something for Canada, and something for Britishers. That makes me a sort of trustee, as it were, and a trustee must be trustworthy.

"I'm going to be pretty careful about the advertising columns. On general principles we won't take mining prospectuses. We can't be infallible, and no man can on real estate, but there are reputable firms in each city who act for British clients.

No Chance for "Wild-Catter."

"The British News of Canada will not put temptations before the thrifty Britisher. That at least we can assure. But the whole of Canada is calling aloud for courageous men who are not afraid to take reasonable chances. We will give some voice to that call. In Canada, if Fortune breaks one of her promises, or you fancy she does, she will readily supply you with another opportunity. We want to help men to choose among the opportunities.

"We will pay careful attention to our finance page. We can advise an investor about Canadian investments better than anyone in London, and we will cover the whole field."

A Staunch Imperialist.

Mr. Hawkes confesses himself an imperialist thru and thru. It was out of this spirit that he emphasized the importance of Canada to the British Empire.

"The greatest contribution that Canada is making to the future of the empire is not the exploitations of natural resources which the Almighty placed where they are, but in the proof she is giving of her inherent capacity to raise the quality of the people who come from the old country. After living several years in Canada, the returned Britisher astonishes his friends. He is set up physically; he speaks better English; he is bigger than they ever supposed he could be. As the average man, so will the nation be."

A True Picture.

"Of course we do not want to paint things in rosy colors, except where they are rosy, and we do not want to hang clouds over the landscape unless the sun has really gone out of business. People very readily appreciate the reliability and accuracy of a newspaper, and 'The British News of Canada' is going to make a reputation from its first issue for absolute good faith.

"There's a lot depends on the advice you give a man coming to a new and strange country, and if I did not know both sides of the problems so well I would not undertake the task this paper will set."

Mr. Hawkes is entitled to some confidence in this respect for he knows Canada by personal inspection from Atlantic to Pacific, as few men do, while he is familiar with the old country as a newspaper man of the widest experience, a poor law guardian, and in many other ways that touch society at all levels. And then he is a Devon man with the big-hearted sympathy of the land of the tors.

Has Good Backing.

Mr. Hawkes has had much encouragement in his new enterprise, and men of all ranks have recognized the real importance to both nations of the success of such a conception. A typical greeting is that of his excellency the governor-general, and his message may stand as a sample. He wishes "The British News of Canada" all success and declares himself in "full sympathy with the object."

"If it realizes your hopes," his letter stated, it will meet a want largely felt on both sides of the Atlantic."

Mr. Hawkes expects to have his first number out very shortly.

London Magistrate Dying.

LONDON, Jan. 3.—The condition of Police Magistrate Love is to-night regarded as critical. Mr. Love has been suffering for some months with anaemia, and recently it became acute. Dr. Hugh McCallum, who is attending Mr. Love, said to-night that the end is a matter of only a few days.

PURITY SEALED

York Springs Water

Comes to your table as it comes from the Springs—

ABSOLUTELY PURE

YOUR GROCER

One 5-gal. bottle, 50c
Six ½-gal. bottles, 50c
One 2-gal. bottle, 25c
Quarts, per doz., 75c

THE FAMOUS "606"

Continued From Page 1.

manent cures apparently are effected there is always the possibility of recurrence, as has been in the case of sleeping sickness, where, altho a specific remedy was thought to have been discovered the disease in many cases recurred within a year.

To counteract this possibility to some extent at least in the case of syphilis, an effective method known as "Wassermann's Reaction," shows positively whether the specific germ is or is not still alive in the body. This reaction is used on the patient at intervals of a few months, even after every apparent trace of the disease has disappeared. The permanent results of the experiments now going on in Toronto with "606" will be watched with interest.

REV. JAS. FLECK DEAD

Was Pastor of Knox Chuch, Montreal, for Over Quarter of a Century.

MONTREAL, Jan. 3.—A cable was received in the city to-day from Ireland announcing the death of Rev. Jas. Fleck. Mr. Fleck was the pastor of Knox Church in this city from 1876 to 1909, when he was retired on pension, owing to poor health. He was a popular preacher, and greatly beloved by his congregation. In 1896 he was elected moderator of the Synod of Montreal and Ottawa.

TO ABOLISH SEASICKNESS.

By equipping vessels with gyroscopes, it is claimed that all motion, even in heavy seas, may be controlled. The sails on old-time ships were an upsetting force which it was impossible to control. Steamships in turn by increasing the resistance to the wave motion, attained steadiness as well as speed. The friends of the gyroscope believe that the gyroscope will work as radical a change in ship building as did the introduction of steam. It has been found by experiment that every pound in the gyrating mass of the gyroscope does the work of 200 pounds of ordinary weight in steadying the ship. Thus it is shown that a ship tilted on an angle of twenty-five degrees, and then allowed to rock itself to an even keel, would come to rest with the edge of the gyroscope in three rocks in its direction and then remain perfectly steady.

His Proudest Day.

Minnesota is going to erect a monument to the late Governor John A. Johnson. Suitable and characteristic inscriptions for the pedestal are being considered. There is a strong sentiment in favor of inscribing Johnson's "proudest day," says The Sioux City Tribune. After he had made his great impression at the meeting of the Gridiron Club in Washington and his name became frequent in mention as the democratic candidate for the presidency, he was asked on his return if it was not his prodest day. "No, it was not," he replied. Pressed to tell what it was, after much evasion, he reluctantly said: "The proudset day of my life was the day when I went home Saturday night with my first week's wages, and, giving them to my mother, proudly said: 'Mother, you need never take in washing again.'" Certainly, put that inscription on his monument. Nothing better marks the character of the man.

A Wonderful Invention.

After half a century of ceaseless and persistent endeavor, a machine has been perfected that will harvest the cotton crop of the south, and it is confidently predicted that it will prove as advantageous to the cotton planter as the reaper has proved to the grain grower. The thing seems to have human intelligence, for it robs the mature boll of its store without the slightest harm to the unripe boll or to the new flower that fructifies late. The possibilities imagined in this machine are simply limitless, for one man can gather more cotton than many hands can pick, and in the old slavery times hundreds of thousands of bales were left to waste in the field for lack of hands to harvest the crop.

If the new machine is what it is claimed to be, it is an invention as wonderful as the Mergenthaler linotype, and the resulting benefits to mankind will become as great. And if the cotton picker does for the south what the reaper did for the west, we will see 7-cent cotton return more profit to the man who plants it than 15-cent cotton does now, and all the world will be blessed, for it will mean cheaper cotton fabrics and a material decline in the cost of living. And it will promote the purpose of those who say, "back to the farm."

Induced to Remain.

BARRIE, Jan. 3.—Geo. McNeil, who left here after the recent strike on the G.T.R., where he was employed as brakeman, and took a position with the C.N.R. at Saskatoon, returned on Saturday to move his family west, when he was approached by officials of the G.T.R. and persuaded to remain here.

$50.00 Jacksonville and Return From Suspension Bridge,

Via Lehigh Valley R. R., New York, and steamer, including meals and berth on steamer. Particulars, 3 King-street east, Toronto, Ont. 13

Strathcona Sends Congratulations.

OTTAWA, Jan. 3.—Lord Strathcona has cabled his congratulations to the sergeant-at-arms, Lieut.-Col. H. R. Smith, on his obtaining a C.M.G.

Epidemic of Measles.

GALT, Jan. 3.—There is an epidemic of measles in Galt. Four hundred cases were reported to the health authorities.

Woman's Auxiliary Meeting.

The January services and board meeting of the Woman's Auxiliary to the M. S. C. C. will be held in St. Alban's Cathedral to-morrow at 10 a.m.

There is nothing so satisfying at any meal as good bread

COLEMAN'S BREAD

is Flaky, Satisfying, Uniform

6c the Double Loaf

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