T. EATON CO.

190 Yonge St. Canada's Greatest Store.

Good Enough to Copy.

There are stores all over Canada being modelled after this -following our leadership and copying our methods. There are merchants here and elsewhere who rail against big stores who're not averse to growing big themselves. The simple fact is the trade has got largely into a rut, and the few who get out of it usually have this store to thank for the inspiration.

When this business sprang into existence new forces began to touch Canadian retailing, From the very first we emphasized—

-Early Closing!

-Cash and One Price! -Direct Importations ! -Refunding Your Money!

and making everybody welcome whether they cared to buy or not. It's easy to see now that we were right and others are glad enough to follow our example, but plenty of stores are wasting strength and energy keeping open till late that could just as well close early. It's a question of principle to begin

with. Later on it represents a substantial profit. We've always championed Early Closing as a matter of simple justice to those who work hard during the day and faithful during the week. Keeping open till near midnight Saturday is not uncommon in Toronto and elsewhere. That fact means nothing to us, but the contrast is bad for those who endorse it.

Now's Your Chance!

The secret of successful shopping is in watching your opportunity. New things sometimes come to us at irregular prices and important purchases enable us to discount the market at every point. Just now there are special reasons affecting values, and those who see the extent of building operations and the resulting inconvenience to many stocks will appreciate how cramped we are. These prices are intended to reduce stocks promptly and give us at least elbow-room:

Ladies' Fine Cotton Skirts, with 3 rows of fancy braid, 2 clusters of tucks, frill of extra wide embroidery, regular price \$1.50 each, Wednesday

Genuine Shell Cordovan Laced Boots, dull calf top, upper sewed ith silk, warranted not to rip, sizes 11 to 13, regular price \$1.75,

Ladies' Fine Dongola Kid Bicycle Shoe, patent leather facing up the front, fancy lace piece'and hand-turn soles, sizes 2½ to 7, regular price \$2 a pair, Wednesday..... Ladies 4-button French Kid Gloves, with gusset fingers, in tan, brown, black, navy, grey and green, regular price 75c and \$1 a-pair, Wed-

Ladies' 4 Pearl Button French Kid Gloves, with gusset fingers, in tans, brown and black, regular price \$1.50 a pair, Wednesday....

Ladies' Black Cotton Hose, full fashioned, double heel and toe, war-ranted fast color, regular price 18c a pair, Wednesday..... Ladies' Fancy Embroidered Handkerchiefs, in very pretty patterns, regular price 15c each, Wednesday 4 for.....

100 dozen Men's Merino Socks, in fawn and brown colors, regular price 10c to 15c a pair, Wednesday.....

White Summer Blankets, 10-4 size, red borders, regular price 75c a pair, Wednesday.... 72-inch Unbleached Twill Sheeting, guaranteed to be free from filling, regular price 18c a yard, Wednesday.....

66-inch Bleached Table Damask, pure Irish linen and grass bleach, assorted patterns, regular price 60c a yard, Wednesday..... 42-in. German Broken Checks, tartan effect, fast colors, new colorings, regular price 25c, Wednesday morning.....

44-in. French Henrietta Serge, fine twill, all wool, bright finish, full range of shades, regular price 40c, Wednesday morning......

21-in. Black and White Taffeta Check Silk, fine bright finish, shepherd check effect, regular price 85c, Wednesday morning..... 21-in. Colored Taffeta Stripe Blouse Silk, bright effect, new combination of coloring, very effective, regular price \$1, Wednesday

28-in. Fancy Stripe Crape Krinkle, fast colors, soft finish, range of new shades, regular price 15c, Wednesday morning.....

Curtain Poles, 1½ x 5 feet, highly finished in oak, cherry, walnut or ash, with fancy brass and wood combination trimmings, complete with pins, regular 65c each, on sale Wednesday

Figured Curtain Muslins in assorted patterns and colors, 38 inches wide, regular price 13c a yard, on sale Wednesday at..... Fine Nottingham Lace Curtains, 54 inches wide, 3½ yards long, new spring designs, very effective in white or ecru, regular \$3 a pair, on sale Wednesday.....

New English Floor Oilcloths, soft linoleum finish, in all the latest patterns and colors, 36, 45, 54 and 72 inches wide, usual price 28c a square yard, on sale Wednesday st.....

Japanese Carpets, size 3 x 4 yards, in all new art colors and Eastern designs, regular price \$12 each, special at.....

Tapestry Carpets, 27 inches wide; dark and light colors, new patterns, regular price 60c a yard, on sale Wednesday morning at......

It's worth something to be able to make necessary improvements without more serious interference with business. Profit can afford to wait and you can afford to come and keep coming while such values are at our disposal.

Mail orders filled promptly. We've a reputation for reliability that brings us trade from all over.

T. EATON CO. 190 YONGE ST., TORONTO.

ONE CENT MORNING PAPER,

timore, Washington, Chicago and Cinthat the United States Postmaster-General proposes to extend the system s no reason why our Postoffice Departson why there should not be an interhange of matter between these offices and the general office three or four times a day. The letter carrier whose gard to Eglinton, East Toronto, Swandisturbing the existing system. At me the trolley cars could of postal matter from the various suburbs and outlying parts of the city, posed changes would not involve a

cipal Caven, and to follow their line of reasoning, but the more we pursue their theory the more we fail to grasp its reasonableness. Principal Caven would not object to the head of a family playing a sacred hymn on the piano in the presence of his children or of even strangers, but if a number of individuals play the same hymn in concert on the Island, so that a thousand people may enjoy it, the act beeven strangers, but if a number of individuals play the same hymn in concert on the Island, so that a thousand people may enjoy it, the act becomes a crime in his opinion. It is not a crime, according to Principal Carven, for a church organist to manipulate the keys of his instrument on Sunday, but it is a crime for a musician to play the violin in a public park. The Rev. Principal Caven ought to take cognizance of the fact that the people of the last decade of the nine teenth century want to know the why and the wherefore of things. They take very little for granted, and they are competent, for the most part, to reason in a straight line, Principal Caven's theory of the sanctity of the organist and the wickedness of the bandmaster is laughed at by men whose minds are not warped by superstition. The people of to-day are rash enough to demand a little common sense even in religious matters. If Principal Caven's other rural cribs. This morning William Richardson and Alf. Whaling were arrested at 43 King. street east, Toronto, charged with a henroost burglary at Weston. The arrest was made by County Constable Graham.

Terento Has thecall. same kind of logic as he employs in regard to Sunday music, we pity his Presbyterianism. He does the cause But while Montreal was splurging of religion no good in bolstering up his about her great fair to be held in 1896, theories by arguments that a common drain digger could confute. Prin
mon drain digger could confute. Prin
choosing that year, because it was an

in the United States, while the output in Great Britain is equally embarrassing. The magazine boom has spread to Canada, and Toronto, which formerly could not support one, now in the think that the commercial metropolis will not be any too ready in 1898 to astonish the world with the vastness of her greatest show on earth. It takes a lot of preliminary work to astonish people these boasts of three creditable magazines, days. all of which have good prospects of a successful career. These magazines are altogether the product of Canadian mechanical skill and literary ability. The paper is made in Canada, the etchings are produced by Canadian artists, the articles are contributed by Canadian artists, the articles are contributed by Canadian writers, and they treat, for the most part, of Canadian subjects. The development of the magazine is owing principally to the recent cheapness of

THE TORONTO WORLD tive tariff, The Globe is able to give its readers twice as large a paper as formerly and for half the price. The same thing may be said in regard to the Canadian magazines. They are the outcome of protection and of the na-

not altogether enjoy the confidence of emi the people in a matter that is likely pute between the citizens and the Consumers' Gas Co. In other respects Ald. McMurrich has proved himself a good representative and as a business man he ought to be a success in the Board of Control. But in the gas dispute he needs watching. Ald. Lamb has made an excellent chairman of the Board of Works. He will be a useful member of the new board. The Council showed its good sense in placing him at the head of the poll. Ald, Sheppard came within one vote of he general postoffice. There is no reabeing elected. He has won the good opinion of his fellow-aldermen for his business ability and his executive cafulness. The new body is in a position to carry on the executive business of the city with a great deal more economy, despatch and efficiency than sea, Toronto Junction and the various has hitherto characterized the doings

the general postoffice and the Union tion of Rev. Mr. Rae, the new pastor Station. We trust our Postmaster-Gen-eral will follow the lead of the United eral will follow the lead of the United will meet in the church at 7.30 p.m. on States Postoffice Department. The pro- that date, and the service will commence half an hour later. Rev. Mr. larger expenditure than is incurred Thynne will preside, and will address under the present system while the benefit to be derived would be very pastor of Dovercourt Church, will preach, and Rev. John Mutch will advess the people.

benefit to be derived would be very considerable.

SUNDAY MUSIC.

The Divisional Court holds that Mr. Bayley, the bandmaster, has as much right to play a musical instrument in the open air on Sunday as an organist has to play a voluntary or accompany a choir in church. The Rev. Principal Caven has always been of opinion that to play a musical instrument on Sunday in the open air, in the presence of a crowd of people, was an offence against religion and a crime in the eyes of the law. We have often tried to understand such men as Principal Caven, and to follow their line captured and the sunday and to follow their line captured and the sunday and to follow their line captured and the sunday and to follow their line captured and the sunday and the follow their line captured and the sunday and the follow their line captured and the sunday and the follow their line captured and the sunday and the follow their line captured and the sunday and the follow their line captured and the sunday and the follow their line captured and the sunday and the follow their line captured and the sunday and the follow their line captured and the sunday and the sunda

Hamilton Spectator.

theories by arguments that a common drain digger could confute. Principal Caven and his clerical brethren often wonder how it is that more than half the citizens of Toronto never enter a church. The rev. gentleman's absurd reasoning on Sunday music and kindred subjects has a good deal to do with it.

CANADA'S NEW MAGAZINES.

For twenty years or more efforts have been made to establish a monthly magazine in Toronto, the literary centre of the Dominion. Various such periodicals have appeared from time to time, but they have failed to obtain the public recognition necessary to their success. In recent years, however, the magazine business has experienced a wonderful development at all literary centres. It is difficult to keep track of the magazines published in the United States, while the output in Great Britain is equally embarras
The magazine hoom has spread in 1897. However, the magazine business has experienced a Wonderful development at all literary centres. It is difficult to keep track of the magazines published in the United States, while the output in Great Britain is equally embarras
The magazine hoom has spread in 1897. However, we the magazine business has experienced a Wonderful development at all literary centres. It is difficult to keep track of the magazines published in the United States, while the output in Great Britain is equally embarras
The magazine hoom has spread in 1898. To be held in 1897. Hotosing that year, because it was an "open date," and was also the something that year, because it was an "open date," and was also the something that year, because it was an "open date," and was also the something that year, because it was an "open date," and was also the something that year, beaue in the some distinguished foreign chosen was an "open date," and was also the something that year, beaue at land was also the something that year, beaue at land in 1897. It they succeed there will be two great failures; but they succeed there will be two great failures; but they succeed there wil

principally to the recent cheapness of paper and to the excellence and cheapness of modern engraving processes. The magazine of to-day appeals to the masses through its illustrations and its articles on everyday topics, combined with its low price. Under, and to a large extent by reason of, our protections.

New York, April 20.—Ers. Maher of 110th-street and Four TELEPHONES:
usiness Office 1734.
ditorial Rooms 523.

THE TORONTO SUNDAY WORLD
April 19th contains: Rodney Stone, A. Conan Doyle (third instalment); A. Cona nployed as a saleswoman, and parded her child with Mrs. Maher,

A GREAT CHICAGO STRIKE.

Nineteen Thousand Tailors Said to Be

MR. HERBERT WALLIS QUITS.

the Canadian Grand Trunk

Montreal, April 20.—(Special)—As predicted six weeks ago, the resignation of Mr. Herbert Wallis, mechanical superintendent of the Grand Trunk Railway, is announced, said resignation to take effect on the 1st of Maynext. Mr. Wallis will be succeeded by Mr. F. W. Morse, for the past seven years master mechanic of the Eastern Division of the Wabash Railway, with headquarters at Ft. Wayne, Ind. The retiring officer has been connected with the Grand Trunk for a quarter of a century.

you have boys to dress you have an interest in our Boys' Clothing Department, because it is constantly raising the standard of boys' clothing. The stock we show is tailored to perfection. Look at itprove its merits by the hardest tests you know. Prove by comparisonthat is the court of last resort in fixing the degree of merit. Look at our newly-arrived \$5

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OAK HALL, Clothiers, 115 to 121 King-St. East, Toronto.

Guinane Brothers. ROSE RIGHARDS' BABY BOY. . Guinane Brothers. Tuesday, April 21.

SHODS.

Your every Summer Shoe want is met in the new stocks that we've had produced. Shoes for men, for women, for boys and girls and babies.

The leathers are the best All the wanted colors.

And because we buy larger and get better discounts we can sell better than

anybody else.

Guinanes' Shoes give foot comfort because they are made from Nature's footlines—because we have more widths and variations than you'll find in any other store—because our shoes are what shoes should be Guinanes' Shoes wear well—invariably—because we've learned all about shoes, and we don't take chances, but look to the making of our shoes.

Specials

For Wednesday ned Boots-plain or tip-high or low heels-size 2 1-3 to 7, regular Dongola Oxford Walking Shoes—perforated tips—Goodyear turns, nesday.

Infants' Kid Buttoned Boots, regular 50c, Wednesday.

Gents' Cordovan Lace Boots, regular \$1.50, Wednesday.

Gents' Polish Goat Lace Boots, patent leather tips, every pair warranted, regular \$2,50, Wednesday.

-Sporting Shoes-We import direct from London, Eng., Bicycle, Tennis, Cricket, Spiked Jumping Shoes and 6-oz. Spiked Running Shoes. Spiked Running Shoes, regular \$2, Wednesday.....

GUINANE BROTHERS Sole Agents for THE SLATER SHOE-made by the Famous GOOD-

"214" YONGE STREET.

OF NEW YORK, Established 1875). CHAS E. WILLARD. - - PRESIDENT. SHEPPARD HOMANS, Chairman of the Board of Directors and Consulting Actuary.

New Business written in 1895, \$23,000,000 Income in 1895, \$2,246,859

> Paid Policy-holders in 1895 - \$1,491,412

Assets - - \$1,981,355

Agents Wanted in Unrepresented Districts R. H. MATSON. Head Office for Canada, 37 Yonge-St. Toronto

ROBERT CARRIE, 27 FIGHT-ST



Dealers exclusively in LAKE SIMCOE ICE Telephones 1947 OFFICE 246 Melinda Street.

Grenadier

Ice and Coal Co. 39 SCOTT-ST

Birds are singing while flowers are springing."

BREAD For making Birds sing and look well this preparation is unequalled. As a Song Restorer and Tonic it is very valu-able. A block of "Bird Bread," to-gether with a patent Beak Sharpener and Bird Bread Holder is given with each

COTTAM'S BIRD SEED.

PROHIBIT SCORCHING.

the Jury-Also That Bells and Lamps Be Used by Cyclists-Crow-ley's Death Accidental. At the Rosedale Hotel last night,

At the Rosedale Hotel last night, Coroner Spencer held an inquest regarding the death of Sampson Crowley, and the jury brought in a verdict that deceased met his death purely by accident, and that no blame is to be attached to Allen Howard of 44 Bleekerstreet, with whom the young man collided. Added to the verdict was a strong rider to the effect that all scorching on the public streets should be strictly prohibited, and that cycliste should be compelled to carry lamps at night and bells in the daytime, and that their rate of speed in the city be limited to eight miles an hour.

-We make

\$18 SCOTCH

BLANEY TWEED SUIT in the City.

-Also the best value to be had is our \$15 BLUE SERGE

SACK SUIT. -BICYCLE SUITS from \$7 to \$10.

18 LEADER LANE.

To-Let

Large Storeroom

World Newspaper Office 83 YONGE ST.

Canary Bird's Best Friend is Brock's Bird Seed

Jamieson's

The Rounded Corner. Yonge and Queen-Sts.

MICH

TEAS

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that we wish to dion to, because that will bear fay many that cost e

MICHIE

Everyone about these days.
Macassa has Port Dalhousie. The work of has been commit the second of the first trip to and in the after Water in the zero for the first The passenge Capt. Boyd, is wharf and will first trip to 0a Among the front yesterday donald, account Navigation Corronto in the in The ice has grand there is navigation betw Superior.
Capt. Joseph has purchased er Trade Wind this city.
The steam pwith her conson and the schoon Kingston yester These are the the season.
Navigation a terday.
Buffalo harboide. Yesterday of her way is sleamboat menout within a derday.
In new paint, woakville yester commission vet.
Longshoreme have fixed the seels at 40 ce opening of navi These officers the steamers of the steamers of

Mr. A. F. We Cunard SS. Li-passengers sal Saturday last Burnside, Mr. land, Miss S. Mrs. Jephcote Jarvis, Mrs. Je seson.

Whe is the Your Editor World enquiry about our city I clar girl riding matic tire, and the public stre For name and World office.

Dundas, Apr

Dyspepsia and
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Among the Cur

At this time veverywhere how tute the new for mitting the foll

Do as we do.

Buy where you

We make all the men's, youth's and boys' clothing we sell -you know that.

can buy cheapest

But the men's and boys' boots and shoes, men's and boys' hats and caps, men's and boys' underwear, and the "Victor" bicycles for \$49—and all the gymnasium and ath-letic goods—these we buy from the best makers. The maker's name is stamped on every article, and they are all names of makers who hold leading places in their particular lines; and whose goods have a guaranteed reputation. We make sure of that for our own protection-and you can bet your boots that we make mighty sure of getting everything down very fine in cost price. No house buys closer, and no house sells so close to cost.

Our prices Prove that

Men's Boots

Jamieson's "Special" Dongola Boot, made specially as a spe-cial for our trade. Way up style. Way up in quality, and for splendid wear; regular \$1.75—Jamieson's, \$1.25. J. D. King's Glazed Calf, bal., Razor toe, an excellent Boot; regular \$2.50—Jamieson's, \$1.85. Men's Tan Oxfords, razor to

len's Hats

Youman Styles, the very flewest regular \$2.50 hats—In Tans, \$1.75; in Blacks, \$1.99. Dunlap Styles—all the New Shapes: regular \$2.50—Jamieson's, \$1.50.

"Our" Special Black Fedora, a \$2.50 Hat—\$1.99. Ven's Furnishings Black and White Kid Gloves, all sizes; regular 75c—Jamieson's, 25c.

Black Cotton Sox, regular 25c —2 pairs for 25 cents. Men's Heavy Wool "O.K." Underwear; regular 65c— Jamieson's, 35c. Men's Natural Grey Wool Underwear; regular 60c— Jamieson's, 44c. Merino Underwear, soft as silk, \$1.98 suit; exceptional value.

Choicest Natural Wool Underwear, finest garments made; \$1.25 and \$1.78 the suit. Good as the best \$2 suits any-And these prices mean qualities which you cannot get for the money any-

Philip Jamieson, Yonge and Queen Sts.

DIVIDEND NOTICE. BANK OF MONTREAL

Pinemalt, the newest, most palatable and best remedy for colds, coughs, la grippe, hoarseness and all bronchial and lung ailments.

Seventeeen bags of flour were stolen from a Grand Trunk train near Lansfrom a

NOTTINGH
NOTTINGH
Syards long,
long, \$1.90 to \$
20 \$7.50 pair.
Swiss Tambour
Irish Point
Swiss Applique
In a mul A new variet colorings. 30 i 14c; 45 inches MAI Cream and coin. wide, 25c, White, 36 in. 25c; white, 45 White and cr

FURNIT FURNIT
Patterns, nov
15c, 20c, 25c, 3
REVERS
54 in. wide, a
NEW S
Table Covers,
1½ yards, \$2, \$2
2 x 2½ yards, \$
MAIL ORDE
19 equipped fo
out-of-town ord
stion.

John C King-st., O