

T. EATON Co., (LIMITED)

CANADA'S GREATEST STORE 190 Yonge-st. - Toronto.

Keep Your Eyes Open:

If a grocer gave you short measure you'd be apt to "kick," as the boys say, but if some merchant sells you a blanket that's short-weight and short-size you keep quiet...

You'll observe that these Blankets and Comfortables are GUARANTEED. That means you run no possible risk in buying here:

- 5-pound Extra Super All-Wool White Blankets, guaranteed absolutely pure Canadian wool, borders fast colors, size 64 x 84, special per pair at \$2.25

Flannels and Flannellettes are under the same management and doing a rattling business. We'd like you to know more about them. Send for samples:

Now's Your Chance:

We've just bought 25,000 rolls of Wall Paper at a sacrifice, and instead of putting them into regular stock we purpose distributing the entire lot at ridiculously low prices. Here are the facts:

- 20,000 rolls Extra Heavy Wall Paper, for parlors, halls, diningrooms, bedrooms and kitchens, regular price \$4.00 a roll, special at \$2.50

Gloves and Hosiery:

Selling so fast it's impossible to get near the counters most of the time. People who live away from Toronto will be able to judge both stocks by these values:

- "Ladies' Josephine" Kid Gloves, in black and tan, all sizes, sold elsewhere at \$1.25, special at \$1.00

New Carpets:

The precise carpet you need is here. Whoever you are or wherever, we can satisfy every demand for floor coverings, from the ordinary to the most luxurious.

Think what it means to write that and mean it. Occupying a position in the Carpet world above and beyond the usual run of stores, it's an easy matter for us to show

Hundreds of different styles.

For that reason large buyers find us out and big orders come our way.

More than that—patterns are all new. Most of this season's goods are either new altogether or have some distinctly new feature about

them. You can see them by taking elevator to the second floor.

Fine Shoes:

The easiest thing in the world to go wrong buying shoes. It took time for us to pick out the very best. Now we know.

You pay us just what the goods are actually worth. No fancy prices to swell fancy profits. When we sell you a pair of shoes we mean that the wear shall induce you to come again.

In that way business grows with what it feeds upon.

THE T. EATON CO., (LIMITED), 190 YONGE ST. - TORONTO, ONT.

THE TORONTO WORLD

NO. 35 YONGE STREET, TORONTO. TELEPHONE: BUSINESS OFFICE 1734. EDITORIAL ROOMS 323.

Subscription rates: Daily (without Sunday) by the year \$3.00, Daily (with Sunday) by the month \$2.50, Sunday Edition by the year \$2.00, Daily (Sunday included) by the year \$3.50.

Wholesale Newsdealers: F. W. Beebe, 321 Spadina Avenue, Toronto; George Messer, 707 Yonge Street, Toronto; H. Ebbage, 655 Dundas; G. R. Ezzard, 767 Queen Street East.

HAMILTON OFFICE: No. 13 Arcade, James Street North, H. P. EBERS, District Agent.

SOAP, PRUNES AND THE FRENCH TREATY.

The French treaty becomes operative to-day. Hereafter Canadians may enjoy the privilege of placing the cheaper kind of French wine upon their tables at a comparatively small increase in price over that which obtains in France.

There is reason to-day for rejoicing on the part of the boarding house mistress. The duty on prunes heretofore has been 1 cent a pound. French prunes from this day on can be imported at one-third of a cent a pound.

BOTH COAT-STRIPPERS.

Mr. Laurier has told the "table of the Sun and the Wind and their trial of skill in forcing a man to take off his coat. The Wind (the Dominion Government) tried to blow it off, and he (Greenway) only drew it on closer.

OVER-OFFICIOUS COUNTY CONSTABLES.

The constables who are appointed to ride in the suburbs of Toronto have degenerated into more or less of a public nuisance. Bylaws that should be enforced with a certain amount of discretion are worked to death by constables whose inspiration to action is the fees of office and not the convenience and welfare of the district.

WHEELMEN AND GOOD ROADS.

It is urged by an evening paper that it is useless for bicyclists to favor the election of good aldermen candidates only as will pledge themselves to give the wheelmen good roads. It is pointed out that the pavements are put down by the residents of the street. The aldermen have nothing to do with the matter, and that, therefore, cannot help the bicyclists in their desire to secure better roads.

should discuss the advisability of taxing wheelmen to the extent of one or two dollars each per annum. A tax of this kind next year would yield from fifteen to twenty-five thousand dollars. The expenditure of this money in an economical way would greatly benefit every rider in this city, and we do not think it would be objectionable to pay it. In making a road suitable for wheelmen it is not necessary to improve the whole width of the street. A strip six feet wide is probably all that is necessary in most cases.

LIBERAL LEADERS AT RENEW.

Renew, Ont., Oct. 12.—The weather has been unfavorable for the large meeting of the electors to hear Hon. Wilfrid Laurier and several other Liberal leaders at the Reformers' meeting at the station and continued to rain steadily when the train arrived at the station and continued to rain steadily when the train arrived at the station and continued to rain steadily when the train arrived at the station.

ENGLAND CRAZY ON "KAFFIRS."

The excitement in "Kaffirs," the popular name for South African gold prospectors, has reached a point of boiling over in London. London is now the centre of what will probably be set down as the greatest speculative fever of the present century.

AMONG THE GENTLEMEN BEFORE THE PLATFORM.

Among the gentlemen before the platform were: Mr. Murray of Fenelon, Ontario; Mr. P. P. South; Mr. Henry Barr, M.P.P., North; Mr. J. H. C. Wright, M.P.P., Ontario; Mr. J. H. C. Wright, M.P.P., Ontario; Mr. J. H. C. Wright, M.P.P., Ontario.

THE WEEK AT THE TORONTO.

"McCarthy" comes to the Toronto Opera House this week. This is undoubtedly one of the funniest comedies ever written. It has been made popular throughout the entire United States.

53-lb. Lunge With a 4-lb. Whitefish Mail.

True fish stories are scarce, but this one is true. On Tuesday last a fisherman, Mr. Jones, arrived here, by express, in a box which looked like a medium sized coffin. The fish weighed 52 pounds. The big brute was caught in the Rideau River, near Kempenfelt, but by whom we could not say.

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RIDICULOUS AND UNFAIR.

The Fall Mail Gazette and the Independent Order of Foresters.

From the October number of The Insurance Guardian of London, Eng. The respect that is due to The Fall Mail Gazette is likely to be somewhat diminished by the writer who contributes its insurance articles. Free criticism we admire, and contend that ever, takes the money of the public, for a moment, to shrink from or complain about, any amount of free criticism, "provided always," as the writer says, "that the reasons given are the criticized perfect fair play!"

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ENORMOUS BUSINESS OF THE I.O.F.

We were about to turn to the other offices to see how they stood in this matter, but we doubt whether any one of them had £17,000,000 of insurance in force when it reached its 21st year; so that no comparison on that point is possible. The mere cost of getting so enormous a business together so quickly, in spite of opposition so unscrupulous and so persistent, will of itself naturally account for a large portion of the expenditure that has prevented it from having a larger amount in hand as compared with its ultimate liabilities. But an office of this kind, in years could by no possibility compare with the older offices in this respect; for, even if it had got its business together for nothing, an office thirteen years old could not have so large a ratio in hand as the older offices, which have received premiums two or three times as large. But we must really appreciate our readers for giving these very elementary points, even though by doing so we show the deep animus, the shallow information, and absolute unfairness of the critic under notice.

THE DIFFERENCE IS IN THE LEADER.

There is no difference of any practical character between the I.O.F. and the Actuaries. Their premiums are based on the ordinary actuarial principles, and are regulated by an authoritative and reliable table. The only point of difference is not the "actual cost of insurance, but as to the amount of the "loading" which is a political addition to the actual cost so as to make up the exact premium payable. The only question really at issue is as to whether the old offices load too heavily, or the I.O.F. too lightly.

THE ORDER HAS BEEN GOING NOW FOR TWENTY-ONE YEARS.

The average deaths per 1000 are found to be all over the world not more than 10 or 12 per 1000. No one who has looked into the matter will deny that this is a perfectly fair statement of an undoubted fact in the experience of the office both at home and abroad. Now the premiums of the I.O.F. are calculated on a mortality of 13 per 1000, while, owing to its extreme conservatism, the average mortality for the whole period of its existence has been 5.87 per 1000, or less than half the average mortality of other offices—less than half what its premiums provide for. Is it, then, such a very shocking disregard of actuarial principles that, with so low a mortality, it should feel it quite safe to charge a lower premium than the average of what is charged by those offices that have a less favorable mortality?

FREE LECTURES TO WOMEN.

The Free lectures to women being given every Tuesday afternoon at 3 o'clock in the Confederation Life Building, under the auspices of the Vitality Company, have been so well attended and there have been so many requests for evening lectures to accommodate those who could not be out in the afternoon, the company have arranged for a series of evening lectures, the first of which will be given next Friday evening at 8 o'clock, in the Lecture Hall, west entrance.

NEW COMPANIES.

The Midgley Vapour Burner Co. (Ltd.), of Paris, has been incorporated with a total capital stock of \$20,000. Letters patent have been issued to the Grant Tanning Co. of Woodstock, (Ltd.), with a capital stock of \$30,000.

THE CANADIAN OFFICE AND SCHOOL FURNITURE COMPANY, LIMITED.

Preston, Ont., Nov. 25, 1894. Dear Sir,—It is now about three months ago since I first noticed that the care of my rupture was being effected by the use of one of your Wilkinson Trusses, and now I am fully convinced that the cure is both complete and effectual. I have on several occasions within the last two weeks taken long walks without truss or support of any kind, and have every confidence that my rupture, which, as you are aware, was of a very severe description, is now permanently healed, and I can say for the benefit of others, I have already recommended your appliances to several of my friends similarly affected. Yours very sincerely, H. MICKLETT, Supdt.

MAKES HARD WATER SOFT.

Pearline. Every woman knows just what that means to her. Washing in hard water is so difficult, and the results so poor! Pearline reduces the labor, whether you use soft water or hard. But use Pearline, and it's just as easy to wash with hard water as with soft water—and the results are just as good. Pearline saves more things than your labor, though. We'll tell you of these sayings from time to time. Keep your eye on Pearline "ads."

DR. COWLING'S ENGLISH PERIODICAL PILLS.

East Toronto merchants have been a good deal disturbed lately over the work of outside pedlars in the village. One of the pedlars, a stylishly dressed man going from door to door, and asking questions, was seen by a young man in the village in the interests of a working house. Coming up later before Magistrate Richardson, defendant pleaded guilty, but asked for leniency, as he had secured a license in the interval. The case was settled by the payment of \$5.00 to the "Boys' Brigade" corps of St. John's church, Norway, who have the license for the purpose of a storeroom.

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GUINANE BROTHERS

214 Yonge Street, Oct. 14th, 1935.

SPECIAL SALE.

This week we are selling a large wholesale stock bought at a very low rate on the dollar of the wholesale price.

Formerly our heaviest purchases have been sold to the trade, but we now run a

SPECIAL SALE.

and dispose of the goods retail, so that our numerous customers and the public generally reap the full benefit.

To avoid interfering with our regular trade, the present stock must be sold before the end of this week.

We will offer:

- Ladies' Dongola Buttoned Boots as low as 80c a pair; Gents' Cordovan Lace Boots as low as 75c a pair.

We give you an opportunity to secure either a pair of fall boots, shoes or slippers at nearly half the wholesale price.

GUINANE BROTHERS

SOLE AGENTS FOR THE

"SLATER" STAMPED SHOES.

214 YONGE STREET.

Every Day This Week

We sell Boys' strong three-piece tweed suits, ages 11 to 15, \$4, regular price \$4. A heavier and much better suit \$5, regular price \$5.

A very superior line, handsomely trimmed, \$6, regular price \$6.

A very heavy serge sailor suit for boys, 5 to 8, \$3.50, regular price \$3.50.

Fine Nap Reefers Jackets, deep sailor collar, line trimmings, for boys 4 to 11, \$4.50, regular price \$4.50.

Boys' lined knee pants, 35 and 50c, regular 35 and 50c.

OAK HALL

CLOTHIERS, 115 to 121 King St. East.

Opposite the Cathedral Door.

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