




## EATON'S DAILY STORE NEWS Walkeasy Boots for Men, Women and Children

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| February Silverwar Sale | $\begin{gathered} \text { NTT } \\ \text { TORON } \end{gathered}$ | 0 LIMITED CANADA | The EATON Sewing $\$ 18.90$ |




MONDAY MORNING


The Man With the Grouch

HE don't believe in advertising anyway -- tried it once -- or twice and because the fool public--he said it just like that--fool public-- didn't come running in with 10 dollar bills in their fists and buy out his entire stock on the fists and buy out his entire stock on the
second day-he knows that advertising is a second day--he knows that advertising is a
fake-and all advertising men, qualified fake--and all advertising men

I've met seventeen or aighiteen such, and this is a compesite picture of the bunch as they were--
but I gave them each and everyone a little quiet bulk gave them each and evpryone a
talk-reasoned with the quiet have a different view point.
Here's the essence of the quiet talk
You never drove a nail with one blow of the hammer.
You never ate a beef steak at one bite. You never

Results cure most grouches.

## Charles Edward Peabody

 Resultful Advertising

 On LECTURE PLITFOMM WISE THIS SELGOO

| ominent Society Woman of Hamilton Drops Dead in $\mathrm{St}_{1}$ Margaret's College. | aviest Demand at Show is High-Grade ${ }^{\circ}$ Cars of Canadian Manufacture. |
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| peeting and who waststumg heenied it to |  |
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| Son, Bernard and etwo daughters, Miss | an extent automobile manuu has developed in Toronto. It |
| and arrived wi |  |
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| The funeraw wil |  |
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| ursion to Buffalo, Via Grand Trunk, Tuesday, March 1, Only \$2.10 Return. |  |
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|  | to appear |
| to Nagara alis and Burfalo |  |
| northwest corner King and Yon streets. Phone Main 4209. |  |
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THE TORONTO WORLD


FAMOUS McLAUGHLIN-BUICK MODEL "7"

## See Our Display at the Motor Show

T will be well worth your while to make a special trip to the Toronto Motor Show if only to see the exhibit of the famous MeLaughlin-Buick Cars We are making a special effort this year. Never before have we had such a splendid and complete line of cars to offer for your inspection, and while McLaughlin-Buick Cars have always been the best that money and brains can produce, we have added this year certain features that simply put our line in a class by itself.

Every type of car will be represented and it will afford us the greates pleasure to talk with you about them and explain anything you may wish to know.

DON'T FAIL THEN TO PAY US A VISIT

McLaughlin Motor Car Co., Limited head office, oshawa
Toronto Salesroom---Cor. Church and Richmond Streets



## COBALT- No Distinctive Feature, to Trading in Mining Stocks --COBALT

Market a Crop Scare Affair Values Are Little Changed
Chicago Wheat Pit Moves in Nervous W/ay, With Narrow Price
Fluctuations-Liverpool Cables Higher.

Reduction in Silver Prices May Influence Mining Stocks

Stocks Gaining Strength

A. J. BARR Q CO.
4. Scort sprert roronto

| Buy Rochester | MINING AND UI |
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| we are recommending its purchase untiethe vein is cut at the 50 and 75 foot leve |  |
|  | J. |
| J. A. Mellwain \& Co TELEPHONE 2154 MAIN |  |
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| PORCUPNE COMPANIES <br> - TO HANE LARGE CRPTTHL |  |
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| Nearly $\$ 6,000,000$ of Mining In corporationstrials Increase Their Capital، Haas incrase Thoir Capla |  |
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MONDAY MORNING

Fluctuations in Americans Reduced to Very Small Turns
Wall Street Dealings Are Smaller and Price Changes Light-Irregworld Ofice Exchanges, Whadian Histed stocise




| sell off early in the week. Accepting |  |
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|  | cannot-advance <br> freight rates. |
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THE CANADIAN BANK OF, COMMERCE
DRAFTS ON FOREIGN COUNTRIES
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## The Equitable Life Assurance Society of the United States

TO POLICYHOLDERS
The following synopsis of the Annual Statement, as of December 31, 1909, is submitted for

TOTAL ASSETS
TOTAL LIABILITIES

Consisting of Insurance Fund $\$ 393,223,558.00$ and $\$ 7,613,760.68$
The Insurance Fund (with future premiums and interest) will pay all outstanding policies as they mature. TOTAL SURPLUS

With an increasing number of maturities of Deferred Divi-
dend Policies this sum will in time decrease.
NEW INSURANCE PAID FOR (including additions $\$ 3,852,143$ in 1909 and $\$ 3,540,621$ in 1908)
This is an increase for the year of $211 / 2$ per cent., and was secured at a lower expense ratio than in 1908. INCREASE IN OUTSTANDING INSURANCE IN 1909 COMPARED WITH A DECREASE IN 1908.
An improvement of $\$ 22,517,253,00$ as compared with 1908
FIRST YEAR CASH PREMIUMS (excluding on additions).
This is an increase of $381 / 2$ per cent. as compared with 1908
TOTAL AMOUNT PAID TO POLICYHOLDERS.
DEATH BENE
97 per cent. of all Death Claims in America were paid ,within ENDOWMENTS
ANNUITIES, SURRENDER VALUES AND OTHER BENE-
ANNUITIES, SURRENDER VALUES ANP OTHER BENE-
DIVIDENDS TO POLICYHOLDERS
1910 dividends to Policyholders will approximate $\$ 11,000,000$ IVIDENDS TO STOCKHOLDERS

This is the maximum annual dividend that stockholders can reOUTSTANDING LOANS TO POLICYHOLDERS EARNINGS FROM INTEREST AND RENTS OUTSTANDING LOANS ON REAL ESTATE MORTGAGES TOTAL EXPENSES, including Commissions and Taxes

59,954,933.10
$\stackrel{1909}{\$ 486,109,637.98,} \stackrel{1908}{\$ 472,339,508.83}$ $400,837,318.68 \quad 391,072,041.93$
$85,272,319.30 \quad 81,267,466.90$
$110,943,016.00 \quad 91,262,101.00$

## $8,869,439.00$

$3,774,321.27$
51,716,579.04
4, 321,55414
$15,683,665.88$ $15,683,665.88$
$9,609,040.08$ 21,074,013.95 97,532,648.03 10,438,729.64
$13,647,814.00$
$2,724,976.59$
47,861,542,69 20,324,002.65
$4,830,170.10$ 14,696,354.16
$7,000.00$

57,053,555.28 20,636,405.61 $97,570,767.22$ The average gross rate of interest realized during 1909 amounted to 4.50 per cent., as against 4.45 per cent. in 1908, 4.39 per cent. in 1907, 4.26 per cent. in 1906, 4.03 per cent. in 1905, and 3.90 per
cent. in 1904. The condition of vour Society is constantly improving. The growth of new business at a re-
expense ratio and the increase in outstanding insurance manifest public recognition of the C. J. GILLESPIE, General Agent, Manning Arcade, 24 King St. West,

Toronto, Canada.


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