


| POINT No. 1. <br> A large new business means that a great many people have declded that The Great-West Mfe is the best Company. The Great-West Life issued insurances of over $\$ 14,000$, Canada in 1910 , a new. Canadian record | POINT No. 5. <br> The Tivestments of the Great-West Mre are the safest obtainabie. They are practical. iy confned to mortsages on <br>  to perc ernt, and aro secursan by property, worth mor than double the amounts advanced | POINT No. 9. <br> The polices of The GreatWest Lite are cilear, businessi- Hike documents, contanining alil Mre documeniles. <br>  or disease if contained in all 1911 with-proft contracts. |
| :---: | :---: | :---: |
| POINT No. 2. <br> This was not the result of a spasmodic eriort Phe Growt. Canadian business in four succossive years: | POINT No. 6. <br> Next in importance is economy of management. No other Canadian Company hae lower expense rates than The GreatWest Life. |  |
| POINT No. 3. <br> A large increase in business In force means that the policyholicles they have purchased and are glad to renew them of the Great-West Life increased during 1910 by nearly \$11, 000,000 -another record. | POINT No. 7. <br> It requires less ettort, and conseaunntiy less cost to Great-West Lite policies, because the premium rates are the lowest and the profts are the higheost. cess. | POINT No. 11. <br> The Directors of The GreatWest Life are all experfenced business men maifled to mariage a Company Investing in The West. <br>  <br>  |
| POINT No. 4. <br> The most important factur in producing profts is the titierpoint in this respect wille enableany companyet-West Litt pronts. The interest rate 48 nigher than that in <br>  | POINT No. 8. The Following is an mpernot <br>  <br> Bonus. Cash. 5-Year in Polfcy issued in 1906 $\begin{array}{lllll}\text { Pollicy issued in } & 88 \\ \text { igo1 } & 39.85 & 8.75\end{array}$ Pollcy issued in $1896 \ldots . . \ldots, \ldots .100 \quad 52.00 \quad 11,50$ | POINT No. 12. <br> Detailed figurds establishing the above statements are con- tanned in the Government Blue Book on Insurance, and in the company's reports. Write to the COMMPANY tor the 1910 Annual Report, and if you state date of birtms complete information showing cost and benefits will be sent. 6. |
| ONTARIO BRANCH OFFICE, 18 TORONTO STREET, TORONTO |  |  |



HOFBRAU
 JOHN OAKEY $\&$ SONS, Ltd.,
Wellligston Mills, London, England.

 In the Annex Will purchase modern 12 roomed house in
the Annex. Comthe Annex.
municate with
Messrs. Foy \& Kelly Cor. Bay aind Richmond Sts.

POLSON IRON WORKS STEEL SHIPBULLDER3 ENGINEERS AND
BOILERMAKERS
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$H^{H_{\text {APPENINGS }}^{\text {AMITON }}}$

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 $\overbrace{\text { HOTEL }}^{\text {HaMimon }}$ Hotels.

## $\mathrm{H}_{\mathrm{B}}^{\text {AMILTON }}$ <br> \& DIRECTORY




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# $=\mathrm{F}=\mathrm{IEATON}$ 'S DAILY STORE NEWS $1=$ 

 Announcing Our Formal Display of Spring Costumes and Millinery


BULDERS
SRS AND
BIERMAK
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EYS
WNIFE BOAROS
TMEATPOMADE
THS SOAP
ERYCLOTH.
3BLACK LEAD
$\chi$ sons, Ltd.,
London, England.

## ON WORKS

Monday We Offer 44-inch
Flouncings at $\$ 1.15$ Yard
A beautiful showing of the new fashions in $W$
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Women's Initialed Handkerchiefs, 6 For 55c



- Hence the saing of laundering and boxing is

Women's Fanc


For Quick Clearance Women's Kid Gloves, Monday, Price Per Pair, 39c
 done fastenerss, overseswn wih stams.
dend silk sitithed Paris points.

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## Automobile Edition

The, Sunday World APPEARS TO-NIGHT


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## 6 send to friends would do well

FOR SALE BY ALL NEWSDEALERS AND NEWSBOYS

## New Waists For Spring Arrive Daily

The past week has witnessed still further additions to our brilliant s
ering of the season's newest and best that we announce for Monday charming creations in trimmings that is really the feature of great interest, it would seem that there was no limit to variety of new and beautiful arrangements.
We give these few descriptions as instances of wealth of choice provided:

| Women's Fancy Voile Waists, made kimona style, front neatly tucked on either side of panel of colored embroidety, sleeve and collar have a row of polka dots embroidered in colors and finished with a small beading 'in a hand-made design, back finisned with rows of small tucks and fastened visibly with small pearl buttons; sizes 34 to 44. Price <br> 3.75 <br> At 5.00-Women's smart looking taffeta silk waists in navy blue. Made with new sailor collar and kimona sleeves, trimmed with self-colored bands prettily embroidered with red silk in floral designs. |
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$==\mid{ }^{\circ}$ T. EATON C $0_{1}$

A beautiful showing of the new fashions in Women's Suits, Dresses and Skirts;
In the spring display of French and American Millinery are featured large picturesque Dress Hats

The diyersity of new effects in materials alone would furnish a subject for an hour's study. But it is the profusion
In the Floral Section

 price, cach

 Two sizen. 25 and 40 cons ech. - Fith Floon. Gold Fish and Supplies
 ,

$.15,1$ gal. 35,2 gal. 50,3 gal. 1.00 .
Footed Fish Globes $1.50,2.00,2.50$ each
Aquariums With Slate Bottoms.3 gal Aquariums With Slate Bottoms, 3 gal. 2.50, Castles for Globes, $.10, .15, .20, .25, .35$ $.50, .75$ each. silver Sand, .10 box; Pebbles, .10 box: Shello.



MEN, BE STRONG AND HAPPY
There is Happiness in Vigorous Manhood. Don't You Want It? WHITE PLAGUE IN SCHOOLS Nurses Discover Dread Disease-
Hospitals Crowded With Children. Already good work if beting done
Y the Toronto sciool niuses in the
attie with the whilte plagie.


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FINE NEW SUNDAY SCHOOL 0 $5=$ $=2=2$ $x 5=5$


I SAY I CAN IURE YOU EXPENSE.
TO PROVE IT AT MY
 E words by Anita Owen-cal and printed in colors, will
appear in this week's Sun day World. Order now,

 and
 PAY ME WHEN YOU ARE CURED CALL
FREE
$\left.\begin{array}{c}\text { TO-DAY } \\ \text { consulation } \\ \text { Book } \\ \hline\end{array}\right)$

DR. M. n . Mhel AUCHLIN 112 Yonze Strreat, Toronto, Can.



Curling Big Night $\div$. Hockey

## Note and Comment



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Varsity Beat Laval In the First Game Of College Finals




The manufaeturers of Royal Bak ing Powder have always declined to produce a cheap baking powder at the sacrifice of quality.
Royal Baking Powder is made from pure grape cream of tartar, and is the embodiment of all the excellence possible to be attained in the highest class baking powder.
Royal Baking Powder costs only a fair price, and is more economical at its price than any other leavening agent, because of the superlative quality and absolute wholesomeness of the food it makes

GREYS AND
BLACKS
O., Ltd

Toronto

## Timbex mit

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and Ebmimont

## andem inion

wide

## OLKS

Oc Box
8


FOULARD SILKS
 SPENGERS
,


Mr. John Fulton, Caledonia WESTERN HORSES



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Accommodation For 1000 Horses AUCTION SALES 300 Horses

Monday, Feb. 27th, 1911 Wednesday, March 1st, 1911
$\pm=\square= \pm=\square$
The Great Annual AuctionSale Registered Clydesdales

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SALES of Horses,
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BIG AHFO SHOW OPENS TO-OAY II ARMDAIES Greatest Exhibitition of Motors Ever Held in Canada Ready


## FreePantstoday To Introduce Our Big Spring Opening

Saturday the Scotland Woolen Mills Company has its big "Spring Opening." To make the event more noticeable we have decided to give with every suit or overcoat, a pair of pants, absolutely FREE. These may be selected from any goods in the house---absolutely your choice---and thousands of imported cloth from which to choose.

FOR ONE DAY ONLY--this is for one day only. We want you to visit our store, and to bring you here we are making this remarkable offer: A PAIR OF PANTS FREE WITH EVERY SUIT OR OVERCOAT, AND ONE PRICE---FIFTEEN DOLLARS--

The goods you will find here to-day are imported from the mills in Scotland and represent the latest patterns introduced in the fashionable centres of the world---Worsteds, Cheviots, Tweeds, and Serges.

You cannot afford to pass this offer. The Toronto Branch of the Scotland Woolen Mills has been a thriving item in the big business, and is only that because the Company has "delivered the goods." The stock this "Spring" is larger and better than ever.

Your Choice of Any Cloth In the House Made-to-Order Suit or Overcoat
and Extra Pair of Trousers


Let us impress you with the fact that we are the "original" Scotland Woolen Mills Co. We elaim to have introduced the first Made-to-Order Fifteen Dollar Suit. The gonds we sell to you to-day are the same quality of woolen goods that have carned a world-wide sesputation for "Scotland Woolen Mills Suuttings and Overcoatings."

We have just received a shipment of Spring desizns which will be on show to-morrow. We solicit your Spring order now, before the real busy season begins. Come to-morrow and see the new styles. Buy now---this is an offer that may never come again.

The Trousers we are giving away would cost you beyond our doors from Five to Six. Dollars.
Don't Miss This Big Chance--A Pair of Trousers Given Away Free With Every Suit or Overcoat---Fifteen Dollars, No More, No Less

The Scotland Woolen Mills Co., Limited
139 Yonge Street, Toronto
Branches: Detroit, Mich., Hamilton, London, Montreal, and Winnipeg

## $\because$

## AT THE THEATRES

 of Eczema
At the Royal Alexandra At the Priñcess


## Don't Grow Old Too Fast

"A man is as old as his arteries." Old age is merely a hardening of the arteries-and hardening of the arteries comes from excessive eating of high-protein food such as meat and eggs, Cut down the highprotein diet for awhile and eat,Shredded Wheat. It supplies all the body-building material in the whole wheat prepared in a digestible form. Of course

## SHREDDED WHEAT BISCUIT

will not "cure" appendicitis-nor will any other cereal food. The excessive eating of indigestible foods, however, gradually brings on stomach and bowel disorders-and these can be prevented by a daily diet of thoroughly cooked cereals. Shredded Wheat is best for this purpose because it is steam-cooked, shredded and twice baked, retaining the bran coat, which is so valuable in, keeping baked, retaining the bran
the bowels healthy and active.
Heat the. Biscuit in the oven to restore crispness and serve with hot or cold milk and a little cream,
adding salt or sugar to suit the taste. It also makes delicious combinations with stewed or preserved adding salt or sugar to suit the taste. It also makes delicious combinations, with stewed or preser
fruits. Two Shredded Wheat biscuits with stewed fruit makes a wholesome nourishing meal. TRISCUIT is the Shredded Wheat wafer-a crisp, tasty, nourishing whole TRISCUIT is the Shredded Wheat wafer-a crisp, tasty, nourishing whole
wheat Toast, delicious for any meal with butter, cheese or marmalades. Wheat Toast, delicious for any meal with

Canadian Shredded Wheat Co. Niagara Falls, Ont.


# Act Quick, Buy Buick Oil Now 

Buick Oil Co., 420 Marquette Bullding, Chicago.
Los Angeles, Cal., Feb. 24th, 1911.
Buick Midway well flowing upwards of thousand barrels daily. Closed contract with Standard Oil Company for hundred thousand barrels. Tank of 2,000 barrels about completed, another will be ready next week.

BUICK OIL CO.
This telegram shows the company has moved fast indeed, and that it has atready arranged for the sale
of 100,000 barrels of oil to the Standard oil Company. This is progress, outick active and valuable.
This means that this company is to-day a producing and a protitearning company This means that this company is to-day a producing ane pront-earning company. Each and every
question we have claimed for this particular piece of property we have demonstrated by the bringing in of this well. it is doubtul if a single whare will be offered after this announcement appears. Almost any day whow we may dis-

Earning's to Be $\$ 500.00$ to $\$ 3,000.00$ a Day Do you know what this means? It means that each and every well which we bring
in will have an earning power of anywhere from $\$ 500$ to $\$ 3,000$ per aday from the sale of its
oil. Then stich wells upon this single 40 -acre tract mean ${ }^{2}$ a production of $\$ 3,000$ per dat oil. Ten such wells upon this single 40 -acre tract mean a production of $\$ 3,000$ per da
or $\$ 30,000$ every twenty-four hours. This means an earning capacity of $\$ 0,000,000$ p
year, or, in other words, it will enable this company to show a profit of $200 \%$ ente orear, or, in orher words, it will enable this company to show a profit of $200 \%$ eath year in
year
dividends. You who have bought this stock at 5 oc per share will earrn $000 \%$ each yea
inve your upon your investment, should this earning come to pass. Those of you who bought a
75 c -and who now can buy at 75 - will earn $266 \%$. But for the purpose of being conse rative let us find out exactly what the Buick Oil Company represents, and what its real futu
is. The earnings we have computed for you upon the basis of thirty wells apply only to the
Corty-acre tract located in the famous Midway field. You must femember the Porty-acre tract located in the famous Midway. field. Yua must remember that this is onl
one of the pieces of property controlled by the Buick Oil Company. Its 40 -ace triangul tract at Mariocpa Sanset is, in our opinion, a far more valuable tract than that triangule a
Midway, for all about this triangular forty there are to day producing valuable oil well Here you can see the dirty derricks, which are tharning out thousanacdng of baluabele of oil willis.
Hearning enormous dividends for their companies. Here you can see the well drillers at work
eat under the direction of the most expert managers of some of the largest capititists and eo
porations in this cuntry. We are very soon to oegin work here. Then there is the Suns
Security tract, controled by this company which indudes 560 acres within its toind


## Company Now a Producer



D. D. BUICK Founder ant Inventor Buick Automoble
President Buick Oil Co. of California
 he company would be conserved in the withdrawal of all stock from public sale


 oil for future delivery to the Standard Oil Company. We have showed you that this well is a great gusher; that we are only allowing it to flow 1,000 to 3,000 barrels per day, and that
the oil men who have visisted this well pronounce it not only a great gusher, but one of the
greatest that have yet been brought in

## Now is the Time to Buy

| We want each and every man who reads this advertisement not to delay or wait one single moment. We have shown you in. language that cannot be doubted, in the actualtelegrams received from Mr. Buick himself, in the proof and figures of some of the greatest aiuthorities on oil in this country, just exactly what the California oil fields are and what they are producing now, and what they have been producing for years back. We have shown you how our properick ins, Company is a people's company. It is headed by a mantions in the world. The Buick who has demonstrated himself to be one of the greatest inventors of the age. D. D. Buiok is the inventor and founder of the great Buick automobile. Buick automobiles have won, all manier of prizes and have stood all the tests possible to machinery. They are to-day being sold by the thousands, and the factory which makes them employs thousands upon thousands of workmen. A large majority of the stockholders of the Buitck Oil C $\partial \mathrm{m}$ 'pany are men who run and own Buick automobiles. The name of D. D. Buick anywhere in the United States, Canada, England, or the civilized world in general, means that the company with which he is associated is not only an honorable and just company, but that titis a successful one besides. No longer do our critics assail this company. Buick has made good again, just like he said he would make good on the Buick automobile. It is the ambition of Mr. Buick to make the Buick Oil Company the biggest oil-producing corworld, and the very first well he brought in proves, by one step at least, that he has |
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No Stock Sold on Installment Plan After MARCH lst THE PRICE OF THESE SHARES IS SEVENTY-FIVE CENTS-PAR VALUE, ONE DOLLAR HOW TO BUY THESE SHARES:




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BUICK OIL COMPANY
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Annexation Question-Prompt
Decision Wantec. Controler Mard.


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## Rate Decision Causes Bad Break in New York Stocks

## Dominion Securtimes Grporation <br> LIMITIGD.

HEAD OFFICE, 26 KING STREET EAST, TORONTO
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Lovonvena bincr
Canadian Government, Municipal and Corporation Bonds
Extreme Depression on Wall St Small Recovery Made at Close Hew York Market in Whirl of Exci ement and Values Slu
5 Pounts-Torento Market Reflects the Reaction.


## THE CANADIAN BANK OF COMMERCE <br> PORCUPINE <br> SOUTH PORCUPINE

A GENERAL BANKING BUSINESS WILL BE TRANSAOTED


## NOW

is the time to make your will. Let us explain to you the
many advantages of appointing this Company executor. The Trusts and Guarantee Company 3.45 Kins streat weat $\xrightarrow{\text { Linited }}$



The Toronto stock market is conforming to the opinions expressed
in these columns for several days past. Liquidation and realizing proceed aidecian and and


 pretty well exhausted, and the only buyers until the marke
substance will be those who can pay for their purchase.

OUTSIDE BUYING ABOUT EXHAUSTED.

M




ATURDAY MORNING


