

T. EATON CO. "CANADA'S GREATEST STORE."

OPEN LIST FOR FRIDAY.

Extraordinary values throughout the store from Basement to Top Floor will await visitors. Home and personal needs at tempting prices. All worthy and seasonable goods, and no matter how small the price there is an absence of the cheap and trashy. Everything exactly as represented here. If not, money will be refunded.

Semi-Furorin Table and Dinner Plates, with border decorations in pearl, brown and blue colors, our regular prices are 50c and 75c dozen. Friday 25c each.

China Crystal Water Tumblers, regularly sold at 50c per dozen, Friday 25c each.

China Cuspidors, round or square, tinted pink, blue or green, with neat floral decorations, regular price 75c each, Friday 35c.

40 only 40-Piece Fine English China Tea Sets, white, embossed, with neat gold stippled edges, special 33c per set.

24 only Granite Falls, with cover, 2-quart size, special at 15c each.

A fine of Granite Dust Pans, also some new pans, your choice for 10c each.

20 only Baby Carriages, Figured Velvet Upholstered, good brakes, special at \$9.50.

Groceries

Finest Rolled Oats, special at 25c stone.

Finest B Rice, special at 40c lb.

Special Blend of Fine Coffee (ground while you wait), 15c a pound.

Special Blend of Fine India and Ceylon Tea, regular 30c lb, for 25c.

Ladies' and Misses' Hosiery

Ladies' Plain Black Cotton Hose, full fashioned, double sole, fast black, our regular price 15c, Friday 5c.

Ladies' Ribbed Black Cashmere Hose, full fashioned, double sole, heel and toe, high styled ankles, regular price 40c, Friday 25c.

Misses' and Boys' Ribbed Cashmere Hose, sizes from 8 to 12, regular price 25c, Friday 15c.

Laces and Handkerchiefs

Ladies' Pure Irish Linen Handkerchiefs, plain white hemstitched, regular 50c, Friday 10c.

Pure Silk Windsor Ties, ten different patterns, all new plaids, regular 20c each, Friday 10c.

Valenciennes and Cotton Laces, in cream, white, butter and two-toned, 2 to 5 inches wide, regular 30c to 10c a yard, Friday 5c.

Remnants of Cambric Embroidery, about 4 yards in a piece, 2 1/2 to 4 inches wide, regular 50c yard, Friday 15c a remnant.

Umbrellas and Canes

Ladies' Paragon Frame Umbrellas, steel rod, natural wood and horn handles, good assortment, from \$1.50 to \$2.50, Friday 75c.

Gent's Congo Oak Walking Sticks, with sterling silver mountings, straight or crook handles, regular price 75c, Friday 35c.

Books and Stationery

450 Volumes of Lytton's and Scott's works, including The Barons, Eugene Aram, The Castles of Burgundy, Last Days of Pompeii, Rienzi, Red Rover, Kenilworth, The Abbot, The Monastery, Guy Mannering, etc., extra also, cloth bound; these books usually retail at 40c a copy; our price Friday 20c.

500 Packages Fine Cream Note Paper, regular 35c packages, for 12c.

500 Pocket Memorandum Books, imitation leather, regular 5c each, for 3c.

Extra Quality Lead Pencils, for school use, regular 20c dozen, for 10c.

Drugs and Toilet Sundries

Knife Polish, regular 10c, Friday 5c.

White of Oat Liver Oil, regular 50c, Friday 25c.

Tooth Brushes, regular 7 1/2c, Friday 5c.

Clinical Thermometers, special 50c.

Petroleum Jelly, Friday 3c a bottle.

Bromo Chloralum Disinfectant, regular 60c, Friday 20c.

Gent's Dressing Combs, regular 10c, Friday 5c.

Candies

Buttercups, 10c lb.

Chocolate Drops, 10c lb.

Cocoa Nut Cream, 10c lb.

Fancy Ribbons

Fancy Moire and Taffeta Ribbons, 4 to 5 inches wide, large assortment of shades, regular 20c, for 15c.

Double-Faced Satin Ribbon, 2 1/2 and 3 inches wide, odd lines, all shades, regular price 15c yard, for 10c.

Pure Silk Ribbon, 1 inch width, white and dark colors only, regular 3c and 5c yard, Friday 5c.

Men's Furnishings

Men's Fine Navy Blue Cambric Collar, Flannel Shirts, collar attached, or flannel neckties, sizes 14 to 18, regular price \$1.25, Friday 75c.

Boys' Fine Colored Cambric Shirts, separate collar, cuffs attached, also blue, pink and fawn hair lines; also men's with collar and cuffs attached, sizes 12 to 17 1/2, regular price 50c, Friday 35c.

Ladies' Fine Silk Ribbon Ties, with silk fringed ends, in the latest Roman stripes and plaids, 5 inches wide, regular price 75c and 85c, Friday 50c.

Men's Fine White Unlaundried Shirts, pure linen bosom and bands, reinforced front, sizes 14 to 18, regular price \$1.50, Friday \$1.00.

Boots and Shoes

Men's Fine Black Calf Laced Boots, good wear, welt, brown soles, leather lined, globe toe, sizes 6 to 10, regular \$3.00, Friday \$2.00.

Ladies' Choice Dongola Button and Lace Boots, McKay sewn soles, patent leather or kid toecaps, sizes 3 to 7, regular value \$1.50, Friday \$1.00.

Misses' and Children's Kid Button Boots, spring heels, patent toecaps, McKay sewn soles (broken lots), sizes 7 to 10 and 1 and 2 only, regular price 75c and \$1, Friday at 60c.

A little money will do big duty at this store on Friday. Extraordinary values throughout the store from Basement to Top Floor will await visitors. Home and personal needs at tempting prices. All worthy and seasonable goods, and no matter how small the price there is an absence of the cheap and trashy. Everything exactly as represented here. If not, money will be refunded.

Men's English Fur Felt Hat, new fall styles, silk trimmings, satin linings, black and mid brown colors, our leader, at \$1.

Children's Plain Navy Blue Cloth Hat, O'Shanter's, black silk band and gold name on front, also scarlet cloth hats, with black ponpon on top, regular price 35c, Friday 25c.

Millinery Specials

Misses' Fine Felt Hats, trimmed with feathers, black and white, full assortment of colors, special at 50c.

Ladies' Stiff Felt Trimmed Walking Hats, in black, brown, navy, green and fawn, special at 85c.

Table of Fancy Feathers, including feathers and birds, special at 10c.

Pure Silk Chiffon, with only 1/2 inch base, 1/2 inch high, full assortment of colors, regular 75c and \$1, Friday 60c.

Men's and Boys' Clothing

Men's Suits, all-wool imported brown tweeds, single and double-breasted, regular price \$1.50, Friday \$1.00.

Men's Fancy Vest, fawn and brown Bedford cords, ducks, and corduroys, sizes 34 to 44, regular price \$2.50, Friday \$1.50.

Boys' 2-piece Suits, short pants, colored Canadian tweeds and navy blue serge, with lined sizes 22 to 26, regular price \$1.75, \$2.25, Friday \$1.25, \$1.50.

Children's Fancy Reefers, in nap and beaver cloth, double-breasted, box back, good linings, silk stitched, sizes 2 to 12, regular price \$2.50, \$3.00, Friday \$1.50, \$2.00.

Men's Oxford Grey and Fawn Covert Cloth Overcoats, fall weight, well lined, sizes 34 to 42, our regular price \$10.00 and \$12.00, Friday \$7.50, \$9.00.

Ladies' and Children's Furs

Children's Grey Lamb Cape, wedge shape, pearl grey satin lining, regular price \$2, Friday \$1.50.

Ladies' Fine Full Furred Natural Dark Alaska Seal Neck Ruffs, straight cut, 24 inches long, 1 spring head, 4 paws and 1 tail, regular price \$4.50, Friday \$2.75.

Ladies' Electric Seal Capelines, best for day, pointed back, deep front, with seven tails, high collar, heavy satin lining, regular price \$12.50, Friday \$10.

Dress Materials

22 to 44 inch Plain and Fancy Figured Mohairs in dark and medium colors, all seasonable goods and very durable in the wear, regular 25c and 35c, Friday 15c.

350 yards 64-inch Plain Black Mohair, heavy weight, rich black, regular 60c, Friday at 35c.

471 yards only 22 to 24 inch American stripes and Roman stripes, in a choice range of desirable fall and winter colors, regular price \$1.25, Friday at 75c.

30-inch Linen Colored Dress Pique, in assorted fine cord patterns, new choice goods, regular price 12 1/2c, Friday at 8c.

20-inch Printed Flannelette, for wraps and house gowns, in all the new variegated patterns and stripes, regular price 9c, Friday at 7c.

White Pearl Dress Yokes, assorted patterns and very choice, regular price \$1, Friday at 60c.

Black Jet Yokes, designs new and good assortment, balance of our best lines, which have been selling for \$1.75 and \$2, Friday at 75c.

Cottons, Flannels, Blankets

Fine Bleached Twill Sheet, 24 yards wide, best Hockelberg manufacture, regular 25c per yard, for 20c.

Pure All-Wool Grey Flannel, 27 and 28 inches wide, light and dark shades, plain and twill, worth 24c per yard, for 20c.

33-inch English Flannelette, assorted stripes, light and medium, fast colors, regular 10c and 12 1/2c per yard, for 8 1/2c.

Fine Unshrinkable Super Wool Blankets, soft, lolly finish, guaranteed thoroughly sound and free from grease, weight 6 pounds, size 60x80 inches, regular price \$2.50 per pair, for \$2.

Table Linens and Towels

60-inch Half-Bleached Table Damask, Irish manufacture, superior quality and finish, our regular price 25c per yard, Friday at 22c.

23-inch Glass or Tea Toweling, red or blue checks, fast colors, superior quality, regular 10c, at 7c a yard.

10 dozen Half-Bleached Linen Damask Towels, with fancy woven center, thoroughly fast ends, solid red borders, fast colors, pure linen, Scotch manufacture, size 20x40 and 20x44, our regular price 23c and 25c per pair, for 19c.

45 only Japanese Silk Mantel or Piano Drapes, assorted in Nile, olive, crimson, blue, gold and brown shades, richly embroidered in all the newest designs, with bullion and silk thread, heavy knotted silk fringe, size 20x100 inches, regular price \$2.75 and \$3 each, for \$2.

Ladies' and Gents' Gloves

Ladies' 2 Large Pearl Clasp Kid Gloves, with heavy silk stitched backs, and with red moire silk tan, fawn, mode, ox-blood and black; a dollar glove for 50c.

Men's Black Kid Gloves, sizes 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, regular price \$1 and \$1.25, Friday 25c.

Men's 2 Large Clasp Kid Gloves, with gusset fingers, pique sewn in tan, fawn and brown, regular \$1.25 glove, for 75c.

Colored Pastel and Artotype Pictures, sizes 4 to 10 inches, framed in fancy colored mouldings, assorted subjects, regular price 40c, Friday at 25c.

Artotypes, framed in 3-inch carved oak moulding, with fancy steel lining, size 22x28 inches, assorted subjects, regular \$2.75, Friday at \$2.

Bamboo and Oak Easels, 5 feet high, well made and nicely finished, special at 40c.

THE TORONTO WORLD
ONE CENT MORNING PAPER.
No. 83 YONGE STREET, Toronto.

THE WORLD AND PROHIBITION.
Mr. Wm. H. Orr thinks it would be only consistent for The World to explain the particular kind of "stringent license law" that it would like to see enacted. We take much pleasure in satisfying Mr. Orr's laudable curiosity. His letter which appears in another column of this issue, supplies the facts upon which The World rests its case—upon which a growth, a development, Temperance is a growth, a development, Sudden wrenches are abhorrent to the order of nature. Everything follows its particular law of evolution. That the human race is developing into a higher type is evident to every reader of history, but the development is and has been gradual. Nature abhors sudden wrenches not less than she does a vacuum. All attempts to make humanity good by legislation have failed. Legislation is effective for good only when it has a strong public sentiment behind it. Our laws against larceny and murder are respected because they are backed by a unanimous public opinion. Our present stringent license law is possible only because the people have been educated along the lines of true temperance. Let us refer to the statistics supplied by Mr. Orr in his letter. In 1874, 209 taverns and 184 shop licenses were issued for Toronto. In 1893 these figures had been reduced to 150 and 50 respectively. If we allow this process of elimination to take its natural course how long will it be until the remaining 150 tavern licenses are wiped out altogether? According to the statistics Mr. Orr has supplied, another twenty-five years ought to bring the liquor traffic pretty close to the vanishing point. The World favors the present license law, because that law has the moral support of the community behind it. If Mr. Orr mar the growth of temperance during the past few decades. What a change has been effected in the habits and opinions of the people during the life of the present generation! Thirty years ago a man might pose as respectable and still make a beastly exhibition of himself in public. To-day few men can hold a position of any kind who are addicted to drinking, even moderately. It is not necessary that a man becomes actually drunk to discredit him. The smell of liquor on his breath is enough to damn any man in the eyes of most employers. The growth of the people along the lines of genuine temperance during the past quarter of a century has been truly marvelous. If the so-called Temperance party will only let well enough alone the teetotal millennium may soon arrive. But if they insist on Prohibition when the people are not educated to respect it they run a very great risk of throwing us back to where we were 50 years ago.

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