


AGAIN THE JAMES EATON STORE AT 88 YONGE-ST. CROWDED ALL DAY LONG YESTERDAY. IT'S WONDERFUL THE PILES OF GOODS, ALL NEW,THAT ARE BEING TURNED INTO MONEY AT AWAY BELOW REGULAR PRICES.
Architect is now drawing plans. Bricks, mortar and dust must soon fly. Cables, tele-
graphs, telephones and letters are being graphs, telephones and letters are hourly put into force reordering brand new goods in immense quantities for our big Grandest Sale in

## The Universe

We've had many sales, but this one is going to be the greatest that this management ever attempted. We want a good many thouand not can you match these bargains in this country?
bales 7c Factory Cotton 5c yard. Double-fold two-ton ing price makes it only

Double-fold Black Serges at 15c; no reawhy they should not be 30c.
Colored Henrietta, 48 inches wide, 20c yard; 'twould be a shame to sell these even at 28 c if we weren't wanting the money

Heavy Tweed Dress Goods, grey, only wholesale cost, but we got it cheap, so ot al ou--20c.
All-wool Costume Serge, all shades, 24 c d; ought to be 50 c
Fancy Colored Sateens 8 c ydi, worth 15 c . Heavy Cambric Prints $61-2 \mathrm{c}$; thousands of yards of this line have been sold at 10c, but Cheap, Cheap, Che
$10 \times 4$ Honeycomb Quilts 75 c; down from $\$ 1$ inen Huck Towels, large size; wholesale ce $113-4 \mathrm{c}$, enlarging price 9 c .
How can we sell so cheap? No odds. What care you so long as you get them? A lady said yesterday she believed we stole them--they were so cheap.





Is the winter oon way our new Spring Coats and Jackets are going out.
See the line at $\$ 4.75$; the price should be 43 Sample Cnlarging. $\$ 1.86, \$ 2.56, \$ 2.90, \$ 3.25$, almost half price. Another maker's samples; we got $33^{\frac{1}{3}}$ per 30uव Stupandaus Bargaing! TAKING IN THE BELL STORE


The Little Eaton. 88 YONGE-STREET.

