

**T. EATON CO. LIMITED**  
190 YONGE ST. Canada's Greatest Store. Toronto.  
190 YONGE-STREET, Feb. 8, 1896.  
See Large Advertisement on Another Page.

## THE DIFFERENCE!

A good many people profess constant surprise at the continual growth of this business, and yet the reasons are very plain. Since we commenced doing the Dry Goods business we've changed many of its methods, and the whirling of trade takes many a curious turn in consequence. Think of a crowded store in February and busy activity in midwinter! It's something out of the ordinary, and so is this business.

The average merchant is willing to accept whatever trade comes his way, while we keep everlastingly at it, anticipating needs and providing for all sorts of real wants. The *Furniture Sale* is a fair example of how we do things. Careful preparation, immense purchases for cash and such values as will insure quick selling in spite of traditional dullness.

There's the biggest possible difference between stores, and it isn't hard to see which side of the comparison we are on.

## BICYCLES AT \$49!

The jump ahead in Bicycles is like the jump ahead in electrical science. High water mark of last year is away down on the scale this year. What each rider wants is every excellence that 1896 can show in a machine, and the wheels we're selling at \$49 are vastly better than you expect.

It's early to be selling them, but the chances are we shan't have enough to last half the season, and we're figuring now how to get more. Such value isn't lying around loose. The big American stores are after them as well as we, and it's going to be nip and tuck to get enough of the right kind.

We have other wheels at higher prices, but nothing to equal these *Eatonias* at \$49. People are buying them already. You know what that means.

**T. EATON CO. LIMITED**  
190 YONGE-ST., TORONTO

### Ladies' Journal Bible Problem Plan

No. 30.

A Valuable Lot of Beautiful Prizes for Fair-Playing, Perspiring People—Something Interesting and Profitable to Employ Your Time in Winter Evenings.

The very cordial way in which the revival of our Bible problem plan was received, after such a long silence, encourages us, as publishers of the *Ladies' Journal*, to offer another and larger prize plan.

The prizes are scattered pretty well over the whole country from British Columbia to Nova Scotia, and even into the States.

Here are the questions for this competition. Where are the following words first found in the Bible—1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 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