

KEEPING
EVERLASTINGLY AT IT.

Canada's Greatest Store.

THE GREATEST GOOD
TO THE GREATEST NUMBER.

SPRING RECEPTIONS!

The spring reception days are the festal days of merchandise. The new goods almost laugh and sing while they come to gladden you. By leaps and bounds from season to season this store has become more commanding, and next week we ask you to a new and larger success. The meeting place of the fashion world is here, and style elbows style at every turn. Paris is here, and London and New York. Whatever is worth your thought in Millinery, Dress Goods, Wraps and Jackets will find expression in the opening displays. Newness and novelty everywhere—such newness as you don't expect to see for a month to come, and novelty that won't be duplicated this season. The fête begins Monday morning, to continue all next week. Everybody invited, and a double welcome to all who come, whether merchant, modiste or milliner, our neighbors or guests from far-away, our townspeople or suburban friends. Whoever you are the store will be yours to enjoy Monday and the following days.

Wraps and Jackets



An international exhibit of new style garments, made by the best tailors, designed by the best artists and intended to discount in richness and newness everything in the past. The opening display will be supplemented on Monday with palms and potted plants, and orchestral music will entertain visitors while they shop. We shall begin the new season under the most favorable auspices and larger preparation will ensure greater enthusiasm from the word go.

It's enough to say in advance that we haven't a single old garment in stock. Everything is new, and importing direct for ourselves means many exclusive styles. Among the interesting features of the display are these novelties, ready Monday morning:—

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|--|-------|
| Ladies' Shot Glace Silk Underskirts, Paris make, double pinked frill, French back and band, special, at... | 6.00 |
| Ladies' Black Glace Silk Underskirts, Paris make, deep flounce, trimmed with lace insertion, French back, at... | 7.00 |
| Ladies' Shot Glace Silk Underskirts, Paris make, deep flounce of cream lace, French back, at... | 8.50 |
| Ladies' Black Glace Silk Underskirts, Paris make, deep flounce, elegantly made in the latest styles, extra large ego-mutton and bishop sleeves, crush collars, each waist lined throughout, colors black, black and white stripe and fancy checks and stripes, regular price \$5, on sale Monday at... | 2.90 |
| Ladies' Sateen Costumes of fine all-wool navy serge, Berlin make, white front, fancy notched sailor collar, black silk tie, gilt buttons and randomly trimmed with white moiré braid, sizes 8 to 11 years, at... | 7.50 |
| Ladies' Sateen Costumes, Berlin make, in tan and grey serge, new box pleated front, with button trimming, large puff sleeves, sizes 8 to 11 years, at... | 5.00 |
| Ladies' Sateen Costumes, Berlin make, in fine all-wool navy serge, waist attached, with box pleated front, collar and cuffs trimmed with white moiré braid and better Valenciennes lace, sizes 8 to 11 years, at... | 5.50 |
| Children's Sateen Costumes of fine all-wool navy serge, Berlin make, deep detachable washing front and collar, box pleated skirt, sizes 8 to 11 years, at... | 7.00 |
| Ladies' New York Costumes, in fine all-wool navy serge, single-breasted jacket, lined with silk, wide-gored skirt, lined with the new rustle lining, at... | 16.50 |
| Ladies' New York Costumes, in grey and beige tweeds, rough boys' style, single-breasted, and feather jackets, lined with silk, extra wide skirts, lined with the new rustle lining, at... | 20.00 |
| Seventeen Ladies' New York Model Costumes, no two alike, elegantly made, wide-gored skirts, blazer necker and Norfolk jackets, special, at... | 16.50 |
| Ladies' New York Costumes, in choice rough effect tweeds, silk lined, single-breasted jacket, extra wide-gored skirt, lined with rustle lining, at... | 25.00 |
| Ladies' Shot Glace Silk Underskirts, Paris make, extra deep tucked flounce, French back, at... | 8.50 |
| Ladies' Shot Glace Silk Underskirts, Paris make, pinked frill, with wide black lace flounce, trimmed with 5 rows baby ribbon, at... | 10.00 |

New Shoes.



The Spring Outfit includes a new pair of Shoes, and we're interested in telling where the best styles are sold cheapest. Perhaps you know! Thousands of people buying here and telling their friends is advertising enough to run the store. But we're doing better all the time—buying finer grade shoes and selling them a little closer just for the sake of argument. The trade can't understand it, and of course we're roundly abused, but what care we so long as sales are low constant increase and values lean your way, like this?—

- | | |
|---|------|
| Ladies' Vici Kid Buttoned Boots, patent toe cap, thin hand-turn soles, best American make, pointed or arrow square toe, new spring style, regular price \$5, Monday at... | 2.50 |
| Ladies' Imported French Kid Buttoned Boots, vici kid top, Goodyear welt, extension soles, 1800 styles, the prettiest boot in Canada, regular price \$5, Monday at... | 2.50 |
| Ladies' Extra Choice Kid Buttoned and Laced Boots, all styles and haps, Eddy & Webster make, Rochester, N.Y., regular price \$4 and 4.50, Monday at... | 2.00 |
| Men's French Calf Laced Goodyear Welt, Dongola Top, Pointed Toe, Ventilated Boot, something new and comfortable, King's make, regular price \$5, Monday at... | 3.50 |
| Men's Calfskin Laced Boot, Goodyear welt, every pair warranted, Geo. T. Slater & Sons' make, regular price \$3, Monday at... | 2.50 |
| The Genuine Gilt Edge Shoe Dressing, large bottle, guaranteed first-class, for ladies' footwear, regular price 25c, Monday at... | .15 |

Spring Millinery!



March is a Spring month and Monday morning we shall be ready with a gorgeous display of Spring Millinery. Handsome new fixtures will make the showing all the more attractive, and extreme novelties will crowd the interest at every turn. Those who want to trace the aristocracy of Paris Bonnets can read the labels, and those who care only for character and taste will be satisfied with the result of our own workrooms. In any event, we shall have more to see and more worth seeing than ever before, and the new styles will tell their own story better than any words that type can formulate.

We're not conjuring you with words. The stock is simply ideal, and comes of weeks and months of active preparation. More room, better facilities and a larger force of salespeople mean better satisfaction to shoppers, and people can look to their hearts' content without any suggestion of buying. The enthusiasm of opening days will bring great crowds and sensible people will come early before the choicest things are sold.



Pattern Hats and Bonnet—

Select models, no two alike, from Paris, London and New York, with hundreds of copies produced in our own workrooms. Our modiste spent a fortnight in New York in order to secure the very latest American ideas. Prices, \$5.00 to \$25.00 each.

Millinery Novelties—

An endless variety, including the very latest Parisian ideas. An abundant supply of the Genuine Horse Hair Laces, from 25c to \$5.00 a yard; and Fancy Straw Braids from 10c to \$1.00 a yard.

Flowers—

A superb stock; the finest we ever had, away above high water mark. A collection which few houses outside of New York or Chicago could show. Roses will be a feature for the coming season. We show them in one hundred different styles from 10c to \$2 a bunch.

Feathers—

Coming direct from the makers, we're able to sell them often at less than the wholesaler charges his customer. Ostrich Plumes, 3 in a bunch, at 25c and all the way up to \$5.00.

Hat Shapes—

We show a hundred different styles in New York goods, from the best-known American makers, 25c to \$2.50 each. Leghorn Hats we buy at the source of production in Italy, and have them modelled to New York styles. We sell a good Leghorn Flop at 75c, and better goods ranging all the way up to \$2.50. Our Swiss Sailor Hats, made to New York blocks, were ordered in Switzerland and range in price from 35c up.

Ribbons—

Never before such a rich and elegant stock. Every best style we could lay our hands on in London and Paris is here; also Extreme Novelties of American manufacture. Prices range from 25c to \$5.00 per yard.

New Dress Goods!

Probably the largest assortment of new dress stuffs ever under one roof in Canada. A long stretch of counters, with room and light in plenty, and riches behind the riches we show. We never had a stock that pleased ourselves as thoroughly. All the newest styles and every worthy sort in prodigal abundance. For years we've held first place in Dress Goods, and the trade we've won we mean to keep—plus constant increase. Not a kind missing for which there is a demand and not the slightest bit of extravagance in these prices:—

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| 64-inch Columbia Suiting, bright effect, designs specially our own, new weave, very handsome for ladies' costumes, spring shades, at... | 1.00 |
| 64-inch Alpaca, fine even texture, bright finish, lustrous effect, latest dress fabric for spring, at... | .85 |
| 40-inch Waverley Cloth, new designs, soft in texture, drapes nicely, very effective spring shades, at... | .75 |
| 46-inch Austin Cloth, very bright finish, silk and wool, new colorings, unique designs, exceptional value, at... | .65 |
| 42-inch French Armure, all wool, fancy mixtures, new designs, bright appearance, spring effects, at... | .60 |
| 42-inch Colored Brilliantine, bright effect, small fancy designs, lustrous finish, new shades, at... | .35 |
| 54-inch Black Alpaca, lustrous finish, even weave, drapes beautifully, perfect black, at... | 1.00 |
| 54-inch Black Sateen, bright lustrous finish, coarse effect, latest novelty, very effective, at... | .85 |
| 44-inch Black Crepon, all wool, new designs, bright effects, modish finish, at... | .75 |
| 42-inch French Check, small designs, in blue and white, brown and white, fawn and white and black and white, similar to Shepherd check, quite new, at... | .40 |
| 42-inch Black Broche Alpaca, lustrous effect, new, neat designs, very handsome, at... | .65 |
| 42-inch Black Broche, satin finish, effective designs, medium and small patterns, at... | .50 |
| 40-inch Fancy Diagonal, broche effect, staple shades, fancy designs, special at... | 1.25 |
| 40-inch Fancy Knicker Cloth, snowflake effect, medium and dark shades, bright finish, at... | .15 |
| 40-inch French Arle Check, small, neat effects, all new colorings, bright finish, full range of shades, at... | .30 |
| 40-inch French Tartan Plaid, bright effects, splendid range of colorings, special for blouses, at... | .25 |
| 42-inch French Maillet Check, full range of new shades, bright effects, extra quality, reversible, at... | .25 |
| 42-inch Black Broche, small, neat designs, bright effects, satin finish, special, at... | .30 |

New Gloves.

Not new three months ago, but the very latest styles just fresh from an ocean voyage. We never remember a time when Gloves were as fine and good and cheap, and there's no store anywhere that so sharply refuses to handle inferior goods. The very best Gloves are none too good for the trade we're after, and values are right in line with immense buying and cash payments, which is another way of spelling trade leadership.

Gloves we guarantee can't be very far wrong and you'll not be apt to find fault with any of these:—

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| Ladies' French Kid Gloves, 4-button, in tan, brown and black, regular price 75c a pair, special at... | .30 |
| Ladies' 7-hook Lacing Kid Gloves, in tan, brown and black, regular price 75c a pair, special at... | .40 |
| Ladies' 4-button French Kid Gloves, in tan and brown, with gusset fingers, regular price \$1.25, special at... | .65 |
| Gents' Heavy Driving Gloves, in tan colors, all sizes, regular price \$2 a pair, special at... | .50 |
| Ladies' Black Cashmere Gloves, in all sizes, regular price 25c, special at... | .10 |
| Ladies' Black Ringwood Gloves, in fancy patterns, regular price 20c, special at... | .10 |
| Ladies' French Kid Gloves, with gusset fingers, colored stitching and welts to match, guaranteed, special at... | 1.00 |
| Ladies' 4-button French Kid Gloves, with gusset fingers, in all the new spring colors, guaranteed, special at... | 1.00 |
| Men's 2-clasp Kid Gloves, with gusset fingers, plique sewn, guaranteed, special at... | 1.00 |
| Men's Derby Kid Gloves, plique sewn, gusset fingers, in tan and brown, guaranteed, special at... | 1.25 |
| Ladies' 4-button Real French Kid Gloves, with gusset fingers, in tan, brown and black, every pair guaranteed, special at... | .60 |
| Ladies' 4-button (Metrose) Real French Kid Gloves, with gusset fingers, in all the new spring colors, guaranteed, special at... | .75 |
| Ladies' 7-hook Lacing French Kid Gloves, with gusset fingers, in tan, brown, black, greens, navy and grey, guaranteed, special at... | 1.00 |
| Ladies' 4 Large Button Kid Gloves (Derby), with gusset fingers, plique sewn and self-stitched backs, guaranteed, special at... | 1.25 |
| Ladies' 4 Large Pearl Button Kid Gloves (Derby), with black and white embroidery and welts to match, guaranteed, at... | 1.50 |

THE T. EATON CO., LIMITED,

190 YONGE STREET, TORONTO.

IS NO BETTER

STRONG ARRANGING CITY

Canon DuMont's... Lays Bare the... City—Young W... Grievous Sin—Th... Early.

So great was the... moonlight service at... during the rector's... of a remarkable... the kind sometimes... only. Said the cano... sense of duty I spe... widespread, as have... as any I know. It... ed in silence, whic... teachers generally... pupils, the guardi... clergyman to his pe... The silence of the p... ed as refractory to... unjustifiable in view... hortation to the y... "Keep thyself pure,"... hear a sermon on t... mandment, "Thou s... adultery!"

Importantly in Ancient... St. Augustine holds... impurity which bro... There is no doubt th... ain which brought a... tion of Sodom and... Frescoes and obscene... scene that they are... room—attest to the... Assyria and Egypt... were no better, the c... reference to the uncl... lusts, as described b... first chapter of his... these modern days, a... London is no better... any of the great cont... cently in London, g... given which made th... which frightened the... ing that they were c... exposure shook the... from Belgravia to W... modern city is the l... land this unclean... abroad without repro... till better ideals dom

Historic Ex... Art and poetry sh... tence of unclean vice... tures, "Marriage a la... age for Convenience... Homer's Iliad, the d... adulterer; Shakespea... madness of the J... reeks with the foul... "Heart of Midlothian... worth"; George Eliot... Charlotte Bronte and... tured the awful crime... History tells the sar... and Potiphar's wife, a... Dinah, David and th... had stamped upon t... of these deeds of shan... the rule of all tende... human soul. Burns... about it, testifies, "It... in and handless th... The Almighty's... Having treated of t... the canon said: "In th... of human sin there... ful physical penalties... he referred to the sp... cal men and quoted th... pitiless law of the he... innocent-third an... tion."

The most brilliant m... yers, distinguished po... warriors have been... through impurity. The canon in glo... with much pathos, th... the incipient workin... hold of them and stru... his advice, or you will... and women. Shun... and impure reading... amongst French novel... of Zola, whose phi... scribed life as he foun... is not as bad as his p... novels, by exciting... and the passions, op... and floods of poison... "Deeply I regret,"... folly of women—not... fully married women—much impurity. Co... flirtation, they end i... the sad consequences... ery, darkness and ru... was the outcome of... young woman takes l... colleges, offices and s... a salary insufficient... her properly, and eve... nize the danger that... path. Here is a spher... the manliness of ev... the name of man: Les... man with chivalrous p... protector. Strike dow... would do her an inju... as if your own mother... Other personal pla... tamper with the body... ton nor an inebriate... under, let it be your s... master."

One important piece... canon gave: "Young... your minds to contrac... riage. There is no s... than an early enga... early marriage. Dis... contemptible conventi... present day that say... have hundreds of thou... before you can marry... love. Do not believe i... and lowly. Do not be... fathers left out of y... honest day's wages, t... heart if she gives her... will be your best gu... amidst temptations. I... rule you as it does s... a ridiculous way. Be... will get along all righ... never leave a man to... trusts him and is hon... trons."

Mr. O'Leary's Dis... ure of Mr. Florence O... tleman who lost his w... street liquid repository... and has ever since... the Police Court. He h... to in these columns a... O'Leary," and to the in... contained as to his a... vigorous objection. Th... ens to apologize to... "Keep the young gentl... titude for doubtful asso... him into all this troubl...

Dyspepsia or Indigestion... the want of action in... of vitality in the stomac... gastric juices, without w... all to go on also, the in... of headache, Parma's... taken before going to b... fall to give relief, and eff... P. W. Ashdown. Ashdown... "Parma's Pills" are... against ten other makes... stock."

The Latest Fad in... Messrs. Michie & Co... a large consignment of... molasses taffy called "... all the rage in society... having an immense sa... United States and Can... Michie's window, King...