

# Silks and Dress Goods.

**W**E'RE all enthusiasm over the excellencies and elegances of our Dress Goods and Silks. We have more to show this season than ever before—more fine qualities, more superb values. The buying was done with extreme care and every advantage known to wide-awake business was ours. The stocks are comprehensive enough to satisfy every need, and trade gives every encouragement of being the best we have ever known.

So much for the general fact. Now for details. Those who can't get to the store want to know what is meant by trade leadership. Suppose you read the answer in these everyday prices:

DRESS GOODS.		NEW SILKS.	
62-inch Black Algoma Serge, fine twill, regular price 75c, selling for.....	35	21-inch Pongee, plain and printed, in a variety of light shades, regular price 25c, for.....	15
46-inch All-wool Mammoth Cheviot Serge, in navy and black, regular price 85c, for.....	35	21-inch Moire Atalanta, new goods, in all evening shades, regular price 50c, for.....	35
42-inch Black and Navy All-wool Cheviot Serges, Whipcords, Diagonals and Basket Cloths, Estamines and Coatings, regular 35c to 50c, for.....	25	22-inch real Shanghai Silk, in all evening and art shades, regular price 50c, for .....	35
44-inch Black Satin Broches in small and large designs, regular price 35c, for.....	25	27-inch real Japanese Habutai Silk, very fine quality, in all shades, regular price 75c, for.....	50
42-inch All-wool Striped and Checked Scotch Granite Tweeds, regular price 50c, selling for...	25	22-inch Colored Broche Silks, Tinsel Silks, 26-inch Printed Batavias, 22-inch All-silk Colored Moires, Embroidered Shanghais and Colored Heavy Surahs, regular price 75c to \$1.25, for.....	50
42-inch French Serges in Fawns and Greys, Scotch Tweeds, 36-inch French All-wool Cashmere and Fancy Dress Goods, in dark shades, regular 25c, for.....	15	21-inch Colored Bengaline Silk, regular 65c, for ...	35
42 to 44-inch Heavy French Shot Diagonals, in dark shades, French Whipcords, German Fancies, Scotch Tweeds and 48-inch Costume Cloth, regular 40c to 75c, for .....	25	22-inch Colored Moires, Batavias, Broches, Pongors, Pongees, and 36-inch Shot Austrias, regular price 35c to 50c, for .....	25
42-inch All-wool Golf Costume Tweed, regular 65c, for.....	35	22-inch New Shot Silk Glaces, in all the new tones, special line, regular price \$1, for .....	65
44-inch Navy and Black Priestley's Dress Serge, regular price 65c, for.....	50	26-inch Heavy Black Surah Silk, regular price 75c, for.....	50
38-inch Tweed-effects Dress Goods, regular 12½c, for .....	10	21-inch Black Peau de Soie Silk, regular price 75c, for.....	50
		22-inch Heavyweight Luxor Black Silk, special line, guaranteed wear, regular price \$1.25, for.....	\$1.00

Samples sent free to any address. Mail orders filled promptly. If you want Dress Goods of any sort at any time you can afford to send to us. As a matter of fact you can't afford *not* to. Compare prices and see!

190, 192, 194, 196, 198, 200 Yonge St.,  
10 and 12 Queen Street West,  
13, 15, 17, 19, 21, 23, 25 James St.,  
16, 17 and 19 Albert Street,

All Under One Roof.

BUYING OFFICES:

7 Warwick Lane and Warwick Square,  
LONDON, Eng.

THE **T. EATON CO.** LIMITED.

190 YONGE ST, TORONTO, ONT.