

T. EATON Co., (LIMITED)

Plain Fact:

The newspapers abound with dishonest advertising, foolish clap-trap and stupid exaggeration.

The remedy is with shoppers. They can compel truth-telling and common horse-sense by holding stores strictly responsible for what's advertised.

Accept no excuses. It's a common trick to put sensational prices in the paper and then be "all sold out" by the time you get there.

All this brag about low prices amounts to little if you can't get the goods. The fact is, no end of so-called bargains merely serve as bait, and careless shoppers pay the penalty.

Trade standards need to be improved. We set the example by advertising less and making goods and prices more attractive.

The store shall be so interesting you can't keep away. And under no circumstances shall you pay us more than others charge for goods of equal quality.

Apply the test! Make comparisons! Be as keen as eagles after money's worth! And if you want to know the trend of values VISIT THE STORE!

Points of Interest: It isn't necessary to use a lasso in order to bring you here. The store is always crowded and shoppers know without the telling what to expect.

It is worth anybody's while to see the: -Cloak Display, -Millinery Display, -Dress Goods Display, -Housefurnishing Display.

A great store system such as this demands energetic action at every point. There must be keen insight into supply and demand in all departments alike and we're not slow to comprehend all that means.

THE T. EATON CO., LIMITED, 190 YONGE ST. - TORONTO, ONT.

MEN OF ALL AGES

may be cured. We treat all sexual disorders of men. Four out of five who suffer nervousness, mental worry, attacks of the blues, etc., find relief by the use of our medicine.

ERIE MEDICAL CO., Buffalo, N.Y.

EASY HOME DYEING

It is now possible for an inexperienced person to dye cotton, wool, silk, feathers, etc., a black that will not crack, fade or wash out if you use

Diamond Dyes

With ten cent package of any one of the three fast black dyes for wool, for cotton, and for silk and feathers—the very first trial brings success, and the directions on the package are so simple that even a child can get the best results.

WELLS & RICHMONDSON Co., Montreal.

GERMAN ARMY PILE REMEDY

WARRANTED TO CURE BLIND BLEEDING OR ITCHING PILES. Each tin contains 100 pills.

THE TORONTO WORLD

NO. 83 YONGE-STREET, TORONTO. BUSINESS OFFICE: 1122 QUEEN-STREET WEST. EDITORIAL ROOMS: 523. ONE CENT MORNING PAPER.

WHOLESALE NEWSDEALERS: F. W. Beebe, 201 Spadina-avenue. George Messer, 707 Yonge-street. Mrs. Mortimer, 1122 Queen-street west.

IT WILL BENEFIT MONTREAL TOO. When the proposal to construct an international ship canal from the head of the Great Lakes to the ocean was discussed at the convention in Toronto last year the Montreal papers ridiculed the idea and opposed it on the ground that Montreal's interests would be injured.

THE ISSUES FOR NICKEL STEEL. The scientific and industrial world is still busy investigating the merits of nickel steel for use in manufactures.

THE FASTEST STING HER ON THE TONNEL. Bridgeport, Conn., Sept. 23.—Mrs. Mary Walters, of Steuben-street, this city, was accomplishing a feat when she swallowed a hornet that had alighted on the fruit in her mouth.

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most part, be shipped to England, along with thousands of our native product. England alone bought over 300,000 bushels of wheat in the last fiscal year from this country.

During the year ending June 30, 1894, the United States exported to Great Britain alone, cattle valued at \$2,345,000; sheep, \$682,135; fresh beef, \$16,659,000; mutton, \$1,615,000; tallow, \$250,000; oleomargarine, \$841,000.

It is interesting to read these advertised prices when you know for a certainty that they are genuine—both the goods and the prices.

GENTS' DEPARTMENT. Shell cordovan walking boots, Good-year seams, full Scotch welts, rasor leather, manufactured by Hatton & Co., London, England, \$2.50.

THE TANNERY BURGLARIES. One of the Prisoners Enters the Witness Box and Swears That He Purchased the Stolen Property From the Chief Witness, Who is an Ex-Convict Named Dean.

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Guinac Bros., 214 Yonge-St.

PUBLIC CONFIDENCE—You've read our advertised prices. Have you not been profitably and agreeably surprised here? Yes, have you ever been disappointed here? No. It is this "Yes" and this "No" that have centered the shoe trade of the city in this store and built the largest shoe store and established the largest shoe trade in Canada.

With a store big enough to hold all the styles and grades manufactured it would puzzle us to find room for any other class of shoes. This stock is turned over three times yearly.

Visit the store—see the stock. These figures the enormous purchases we must make and how small a profit is required with such a trade to ensure success.

It is the big store, the big stock and the big buying that give you the advantage—they do away with intermediaries.

GENTS' DEPARTMENT. Shell cordovan walking boots, Good-year seams, full Scotch welts, rasor leather, manufactured by Hatton & Co., London, England, \$2.50.

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W. A. MURRAY & CO

TORONTO, 17 to 27 King-st. East and 10 to 14 Colborne-st. Pass into stock to-day a further shipment of High-Glass Parisian Novelties in Dress Goods ALL EXCLUSIVE STYLES.

LETTER ORDERS PROMPTLY ATTENDED TO AND SAMPLES SENT TO ANY ADDRESS.

PROFESSOR & STUDENT

PROFESSOR: "Ha, ha! smoking again?" STUDENT: "Yes, Professor; can't resist it. All intelligent men smoke 'VARSITY.' It has no equal."

THE LEADING 5-CENT CIGAR.

THE OLDEST LIQUEUR SCOTCH WHISKY! QUALITY AND AGE GUARANTEED BY Stenhouse

Agent: G. J. FOY, 47 Front-St., Toronto.

Matches That Light in any climate and at any time are the only ones to be relied on.

"E. B. EDDY'S MATCHES."

THE BRIGHTEST, CRISPEST, MOST COSMOPOLITAN Most Interesting of Canadian Weeklies.

ITS SOCIETY NEWS In future will be unequalled. Look out for "Boulvardier's" column next Sunday. The Chronicles of Social Doings will in the future be exclusive.

ITS SPORTING COMMENTS Are Clever and Out-Spoken. The Turf Notes are written without fear or favor.

ITS SPECIAL ARTICLES Are New, Bright and Entertaining. ITS EDITORIALS On Social Subjects are quoted Everywhere. Special ARTICLES ON CYCLING Will hereafter be a feature of each issue.

If you want to keep in the swim of Social, Sporting or Literary Events, you must read THE SUNDAY WORLD

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