T. EATON CO.

O Yonge St. Canada's Greatest Store. Yonge and Queen STREETS, November 18, 1896.

The Rush....



Mere Audacity!

When any advertiser boasts of big business in Dress Goods and Silks you can ferm your own conclusion. But when he brags in unmistakable terms of discounting all stores you'll be apt to accept it with a big pinch of salt. Advertising is useful in a way, and we've taught others that lesson. But there's no room in fact or theory for the bombast that represents nothing but mere audacity.

We do the biggest Dress Goods business and the biggest Silk business of any store in Canada. That fact has been true for years. Recent changes in the management and a careful reorganization of both stocks have lifted them above the level of anything in the past and we're ready now for all the trade there is. These values show our command of the market. You can't possibly spend money to better advantage:-

New Dress Goods.

New Silks.



Il-inch Ondine Corded Dress Silks, heavy, rich satin finish, full assortment of the new-est shades..... M-inch Satin Duchess, heavy, rich, satin face, pure twill back, a good range of dress shades, wear guaranteed....

Bl-inch Black Satin Damas Broche, pure silk, new range of patterns, with bright satin finish....

E-inch Damas Broche, in three-toned shot effects, new combinations of colorings, all pure silk..... 2-inch French Taffeta Broche, small, neat designs, very rich lustre shot effects......

E-inch Floral Ombre Broche, light grounds, rich floral de-signs, five-toned effects...... 1.50

44-inch Wool and Mohair Stripe Crepons, in black only, very special value at 44-inch Wool and Mohair, fancy black figure, newest designs, with bright, lustrous finish...

40-inch German Fancies, leading shades and latest mixtures of green and black, blue and black, brown and black, red and black......

44-inch Boucle Effect, in blue and black, green and black, red and black, also silk and wool in gold and black......

40-inch Black Fancy Botany Satin-finish Sultings, choice designs in figures, medium and large.....

54-inch Columbia Suiting tweed effect, all new designs, in full range of patterns.....

H-inch All-wool Novelty Boucle Cloth, newest patterns and combination, one of the latest novelties in dress goods.....

44-inch Fancy Silk and Wool Broche, shot effect, latest col-orings and designs, very styl-ish.....

Dress Trimmings and Linings follow the leadership of Dress Goods, and Butterick's dress patterns maintain the general standard of excellence. Our trade includes the best of everything, with magnificent styles here almost beyond the dreams of extravagance. We've more room devoted to Dress Goods, more counter space and more salespeople than any store in Canada, which means, of course, that we do the business.

T. EATON CO.

190 YONGE ST., TORONTO.

THE TORONTO WORLD ONE CENT MORNING PAPER NO. 83 YONGE-STREET, Toronto. Branch Office: No. 13 Arcade, Hamilt

. E. Sayers, Agent. TELEPHONES: Business Office—1734.
Editorial Rooms—523.
SUBSCRIPTIONS:

Sunday Edition, by the year 200
Sunday Edition, by the month 20
Sunday included) by the year 20
Daily (Sunday included) by the year 500
Daily (Sunday included) by the month. 45

LOSS A MILLION DOLLARS

was called from his class to the door of the schoolroom by a knock, and, going on side, found McArthur and a companion McArthur complained about some storth spread concerning him, and then struck the spread concerning him and the the spr

For Millinery

For two days we've had a decidedly interesting trade in Millinery. The triumph of other days has been discounted and the crowds have been more persistent than we ever remember. With more room and better facilities we can easily do more business, and with a great variety of mew styles there's ample choice for all who come. In order to keep things interesting we whittle prices down to a fine point. The Millinery workroom is quite a feature of the business. Clevet milliners are ready to trim hats and bonnets to order and do good work.

Moreover, and the district of the business. Clevet with the same and the same of the business. Clevet with the same and the same of the business. Clevet with the same and the same of the business. Clevet with the same and the same of the business. Clevet with the same and the same of the business. Clevet with the same and the same of the

freight (country produce of all kinds) ed. right into our streets and load and unload at convenient freight yazds, or freight houses within the city. Here is an example that will illustrate our point: In the matter of milk, there are a large number of heavy teams now hauling milk down Yonge-street and in from the Kingston-road to the city. They take it right to the stores of the city agent who handles it. But if it came in by trolley and there were four or five depots or yards, where three or four cars could be run in and unloaded, or loaded, at different and equidistant points on the Bekt Line, a great saving in time and money would great saving in time and money would stands of the cast North-road to the city. A BIG LANDSLIDE.

A BIG LANDSLIDE.

A BIG LANDSLIDE.

A BIG LANDSLIDE.

The Portland branch of the Northern Pacific is likewise disabled by a big landslide in Cowlitz Valley, 50 miles south of Tacoma. The Great Northern Railway is the heaviest sufferer, and all its lines on the side of the Cascades are in a deplorable condition. From Snohomish to Skyhomish, in the Cascade Mountains: a distance of 52 miles, the road will practically have to be rebuilt, as it has been nearly all swept are four or four cars could be run in and unloaded, or loaded, at different and equidistant points on the Bekt Line, a great saving in time and money would great saving in time

Tremendous Destruction in the Western States.

Seattle, Wash., Nov. 17.-The storm will not do to have them stop at the city limits. All these lines ought to be able to strike the Belt Line of the Toronto Railway system and thence about it to the starting point. As a matter of fact we believe the Toronto Company controls several of these outside lines, but they do not bring them into the city. It may be that the big company's franchise does not allow it to do so, and that an arrangement must first be made with the city for the right to bring passengers and freight into the city.

And this mention of freight brings us to an important point. The country trolleys will not be haif the important feeders that they are capable of being to the city until they can bring freight (country produce of all kinds).

Seattle, Wash., Nov. 17.—The storm which has swept Northwestern Washing to output the matter Northwestern Washington will and British Columbia for the past 48 hours is the most severe in the lington and British Columbia for the past 48 hours is the most severe in the past 48 hours is the most severe in the lington and British Columbia for the past 48 hours is the most severe in the past 48 hours is the most severe in the lington and British Columbia for the past 48 hours is the most severe in the past 48 hours is the most severe in the lington and British Columbia for the past 48 hours is the most severe in the lington and British Columbia for the past 48 hours is the most severe in the lington and British Columbia for the past 48 hours is the most severe in the lington and British Columbia for the past 48 hours is the most severe in the lington and British Columbia for the past 48 hours is the most severe in the history of the country. It is estimated that the damage to railroads alone in Meestern Washington will exceed \$500,000, and the loss to private property will be fully as great. While atmosphere conditions have improved slightly, the railroad situation is worse than lever. The city is absolutely shut the from communication by rail with the city of the late Dn oldest settlers in the past which has swept Northwestern Wash-

OUTSIDE THE CITY LIMITS

inten en dour mitt, but ment, darry in the morning before Polley products, vegetables, fruit and even hep and grain will in a very short time be delivered in the city in this way, and the attreet relieved of a great deal and the street relieved of a distance of 100 convenient local centres in the city, relieved and a switch, and for very little cise besides. But they will do much to build up the city and its trade.

When KILLED MR. BRADLEY?

The Rodworkston in wagen and horse build will be the surprising thing.

WHO KILLED MR. BRADLEY?

The Rodworkston in wagen and horse build will be the surprising thing.

WHO KILLED MR. BRADLEY?

The Rodworkston in wagen and horse build will be the surprising thing.

WHO KILLED MR. BRADLEY?

The Rodworkston in wagen and horse was the street of th

We are receiving daily shipments of Butter in tubs, pails, large roll and pound roll, fresh from the farm—prices always the lowest. Also selling—

New Boneless Bacon at -New Sugar-Cured Hams Pure Lard, 20-lb. Pails -We always have in stock New-laid Eggs—when in need of them telephone us.

SKEANS DAIRY CO.,

309--311 KING WEST

"You've Got Still Another Chance." FINAL FOUR DAYS' WIND-UP.

A feeling of supreme satisfaction with yourself after you buy Shoes here. This phenomenal Sale of Guinane Bros.' Shoes

Selling Guinane Bros.' Shoes.

F. Kavanagh writes The World from Penetanguishene that the Stouffville Rink, which is 206 feet by 80 feet, is not the largest covered rink in the province. The Penetang Rink is 300 feet by 80 feet, and is the second, if not actually the largest, this morning for sentence. He pleaded this province is the second.

HE WAS HENRY ROYCE.

St. kane, ed to spent try, sahoul large rich can s summ not t ties c can se summ large rich can se summ ing o cers. cause hard within in the nince traxes leave leave leave leave leave leave se summ large se summ

Mr.
dealer
is hig
Grand
ing t
hours
being
and G
trip r
three
waitir
erstoi
wnith
It i
tween
The
by M
rooms
Zomis
Thurs
import
import
in G
Thurs
import
if g
Torin

The
this i
The
this i
Torin

The
this i
The
this
The
this
The
this
The
this
The
this
Thurs
this
Thurs
this
tor
Thurs
the

TAI In bi colors

TAI Suital 50c, 6 \$1.25.

MA We a 200 L ored per c value \$7.50 offere style

ORI care.

JOI Kine

\$32,000 worth of Finest Imported Woolens that must be made into fashionable garments, AND

\$8000 worth of New Style Gents' Furnishings that have been desperately price-cut to ensure quick clearance

Is making it easy for Toronto gentlemen to dress well and at the same time practice economy.

WE MUST HAVE MONEY

With which to discharge an obligation arising from the recent death of our senior partner, Mr. R. Score; and for that reason have made prices which throw down the gauntlet to all competitors and challenge the Tailoring Trade of the city to produce their equal, prices which will more than ever bind this store to the hearts of the best dressed men in the

All goods have been marked in plain figures, so that you can examine and know for yourself that WHAT WE CLAIM TO HAVE DONE WE HAVE DONE.

The Gents' Furnishing stock contains everything for your comfort and need, and every style you find here is correct.

WE ARE DOING HIGHEST-CLASS TAILOR-ING ON THE PRINCIPLE OF OLD-FASHIONED RELIABILITY

Combined with New-Fashioned Enterprise. Here are a few Price Facts—our strongest proofs:

Special for To-day:

\$26 Black Llama Coats and Vests re-

\$8 Trousers (Score's Guineas) reduced to 5.25

Store will be kept open until 9 p.m. for the convenience of those who cannot call during the day. You take no chances in leaving your order here There's a character and individuality about your clothes if SCORE'S

HIGH-CLASS CASH TAILORS