

From Nook and Corner Of a "Dry Goods Palace."

WE'RE known as dry goods dealers of prominence throughout the length and breadth of the land. We don't confine our efforts to any one section, but reach out to wherever dry goods are wanted. There's no reason why you shouldn't do better here than anywhere else. We don't know of another store where you can do as well—price considered. And who doesn't make that the first and most important consideration?

Every once in a while we talk about direct importations. What is an importing retailer?

One that goes where the things are made, picks out the best of 'em, brings 'em home and sells 'em for half of what the stay-at-homes starve on.

How can we do it? Why, we do it; that's all. And next to not going, is sending somebody else.

Ben Franklin once remarked: If you want anything half done, send somebody; if you want it well done, go yourself.

We go. We've our own buyers—men of experience and careful judgment, and what they choose you're almost sure to want. It used to be that we had to take what wholesalers happened to have. Now we buy when and wherever we please, with a sole regard to this business, which means to your interests.

One thing helps another. The general superiority of our dress goods collection brings dress trimmings into equal favor. The honest qualities and solid strength of carpets reflect satisfaction in the more delicate upholsteries. We try to keep everything and do everything expected of progressive storekeeping. Activity is the vitality of this business.

Henriettas in all the new fall shades have made their way from the European markets to meet the chilling breezes of the next few months.

Plenty of the so-called all-wool Henriettas are nothing but French cashmere calendered to give it the Henrietta finish. And it isn't Henrietta after all. That silky sheen doesn't come from calendering. It's in the wool and the weave. Send for samples and prices.

Extremes meet in the underwear section to form one of the most attractive shopping places for women shoppers the store over. The assortment begins with the cheapest this side the common. Ends with the finest lingerie. You can't afford to make your own underwear with such prices staring you in the face.

By the way, if you send twelve cents in stamps you will get twelve numbers of a particularly handsome and suggestive fashion sheet, issued monthly. All we want you to do is to pay the cost of getting it to you. Specimen copy free to any address.

Dress Trimmings are an unknown quantity. The result of weeks of buying thought are crowded on to counters and shelves—novelties in all their various possibilities and combinations. Too many to tell of and be understood.

Fringes,	Gimps,	Ruching,
Laces,	Loops,	Ornaments,
Buttons,	Buckles,	Passementeries,

spread out for your admiration after thousands of miles of travel. Made in Europe, of course. Who but old-world people would go to so much trouble for so little pay?

Trimmings for any and every kind of dress.

Boots and shoes that'll let the boys and girls romp and rejoice, prance, trot about and have a jolly time generally without fear of disaster.

The shoes won't rip, the leather won't split, the soles won't drop off—they'll outlast two ordinary pairs and be worth the mending. That is, if you get the kind we want you should have.

The testimony of thousands of mail order shoppers is strongly in favor of this mail order system. It is better than the average in proportion as the store is best.

We simply ask those who can't get to the store in person to try shopping by mail. Try a small order to begin with, and continue only as you're well pleased with the service rendered. We've made a particular study of this part of the business, and can promise satisfaction as a certainty.

190, 192, 194, 196, 198, 200 Yonge St.

10 and 12 Queen Street, - TORONTO. } All under One Roof

T. EATON & CO.