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Office, ueen street West-

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Delivery.

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Canada's Greatest Store.

Canada's Greatest Store.

About Advertising.

This store stands for bigness and broadness, for thoroughness and completeness, for enterprise and liberality, for all that makes a modern store notable and likable. What need to say that this or that seasonable thing is here? Of course it is! And what need to say that every stock is overflowing with what's wanted? Who doubts it? And yet you expect us to tell you the news as regularly as though it came by telegraph and the store was a thousand miles away,

To some people it is. Thousands of families all over Canada draw on us for their supplies and depend on this column for accurate knowledge of goods and prices. And so we go into details more than we otherwise should, and emphasize facts more than would otherwise be necessary. Those who're within reach of the store can see for themselves. We want them to see

We learned at the beginning to put facts behind words -to make the actual fact greater than the newspaper statement. The impertinent vanity implied in some advertising cannot be helped, since advertisers buy the right to print stupidity. But justice to yourself and to us demands that this store news be not confused with the exaggeration that holds high carnival in stores that depend mostly on advertising to make business. This is an every-day-the-same kind of a place in that we're determined to have our customers satisfied with what they buy after they get it home and live with it; and that we're tightly bound to protect our buyers in qualities, prices and exact service.

Cheaper Books.

As a matter of fact they can't be too cheap. Good is good, but better beats it, and such is the story of this book business if years of experience count for anything. The

superiority of the stock to all others at all points cannot easily be overstated. The safest comparisons are made by our customers and they fall upon the variety of new books as well as standard works. We get whatever you want and charge little enough to make it worth your while.

One order placed recently calls for and buying in such quantities brings prices down. You'll find some of the best authors among

Paper Bound Books, including works by such authors as Balantyne, Reade, Walter Besant, J. M. Barrie and Stevenson, at Latest Stories and Novels by the best and popular authors.

Very Choice Literature, by such novelists as Scott. Dickens, George Eliot, Dumas, Cooper 121/2 Series of Standard Authors, paper covers, comprising Edna Lyall, J.
M. Barrie, Mrs. Alexander,

We grasp the world in collecting goods and bring the highest intelligence to selling them systematically. Books with us are so much merchandise and are handled as such. The resulting benefit to you can hardly be estimated.

Stylish Shoes.

This store for Shoes is peculiar. It always has been. We advocate fashionableness because it doesn't cost any more. Don't see why folks shouldn't wear stylish shoes so long us they're no more expensive. We're riding into shoe fame by selling the most fashionable footwear at ordinary dry goods prices.

Right on top of this every-day successful policy comes a special purchase of shoes, representing fine leather and workmanship and the very styles you want. The prices are magnetic and a quick glance at these values will make



Ladies' Extra Choice Vici Kid Buttoned Boots, narrow toe, patent leather toe cap, genuine Goodyear welt, extension sole, sizes 21/2 to 7, regular price \$3.50; Boots, patent leather toe cap McKay sewn, regular price \$2 a

wide toe, low heel, regular

Boots, plain toe, hand turn, soft and flexible round toe, medium heel, regular price \$3, Thurs-Boots, rivetted soles, solid leather, for school wear, sizes 11 to Men's Calf Laced Boots, Goodyear Welt, Slater's make, in the latest styles, regular price \$3, Thursday Men's Bright Dongola Kid Laced Boots, McKay sewn, new razor toe, the young man's favorite, re-Boys' Dongola Kid Laced Boots, new razor toe, McKay sewn, latest style, suitable for fine wear, new razor toe, soft and pliable McKay sewn, size 11 to 13, regular

Ladies' Fine Vici Kid Buttoned

anything we sell is not to know the kind of people we are or

T. EATON CO.

Bicycles for '96.



New Bicycles are ready—new American wheels, good enough to guarantee and cheap enough to create a stir. Baron Munchausen has been the inspiration of much Bicycle advertising, and the prospective buyer is apt to be confronted with a confusion of ideas. But the new Eatonias for '96 will eclipse them all in value and merit, and the sooner you get that fact fixed in your memory the better it'll be for all con-

You may not be ready to buy in January, but you won't object to look-

	Luuc
Eatonia, Model A (Gents')	849
Eatonia, Model B (Ladies')	49
Eatonia, Model C (Gents')	70
Eatonia, Model D (Ladies')	70
Hartfords, Nos. 5 and 6 (Boys' and Girls'	55
Hartfords, Nos. 3 and 4 (Gents' and Ladies')	65
Hartfords, Nos. 1 and 2 (Gents' and Ladies')	85
Columbias	110

Of course we sell strictly for cash. There are lots of places where you can get Bicycles on credit and pay well for the privilege. But we make it worth your while to pay cash and stand back of the wheels with a good substantial guarantee. It's enough to know in advance that Eatonias are strictly first-class. The important details are in the Basement, and experienced wheelmen will be glad to show you everything there is about every wheel we own.

By way of emphasis the \$49 grade is the best value ever offered by any store in Canada. Brand new, of course, in styles for men and women, and fitted with Morgan-Wright quick repair tires. We sold a poorer wheel last season for \$60 but yousexpect more of us now and we give more.

New Wash Goods.

Not a pinch of profit does anyone get on wash fabrics except the manufacturers and ourselves. We buy in large enough quantities to confine many of the choicest styles to us exclusively, and buying for cash makes lowest prices possible. The stock starts out with an enthusiasm seldom equalled, and the busy hum of quick trade is there already.

Cheery, cheerful stuffs at prices nearer your pocket-book than for many a year past. How do these values strike you?

signs, in spots, stripes and fancy figures, soft finish, per yard.... .10 82-inch English Cambric Shirting Print, extra heavy cloth, soft finish, fast colors, full range of shirting patterns 82-inch Turkey Red Print, plain red ground, with white and black spots and figures, fast colors11 36-inch Plain Victoria Lawn, linen finish, free from dressing 10 81-inch White Muslin, fancy checks and stripes, new designs for spring, per yard

29-inch White Dimity, hair cord ef-fect. soft finish, extra heavy, per yard

29-inch Duck Suiting, in white, nastripes, spots and small figures, all new designs, fast colors11 28-inch Plain Chambray, all new colorings, bright effects, fast col-ors, soft finish, per yard10 27-inch Fancy Ginghams, fast colors, in small and large checks, full range of new designs for spring, per yard 26-Inch Fancy Stripe Seersucker, new krinkle effects, fast colors, 27-inch English Print, heavy cloth, soft finish, full range of light and dark colors, per yard

Samples free to any address and mail orders filled promptly. The choicest styles go first as a matter of course, and some of the smartest patterns will not be duplicated. Plenty of room and light, and the stock arranged for easy seeing and

Special Glove Sale.

Occasion extraordinary! By far the biggest purchase of fine Gloves we've ever made! Enough to stock twenty ordinary stores, and yet none too many for the trade we're after. Under ordinary conditions it would be simple madness to buy so many, but we "struck it rich," as the boys say, and there's going to be rare fun as long as they

The first consignment passed customs last week and is on the counters to-day ready for business. Can't stop to pack them away. We want to sell them and this is how we go about it:

Ladies' 5-button Kid Gloves, in new spring colors, at Ladies' 4-button Real French Kid Gloves, plain points and gusset fingers, newest shades, every Gloves, gusset fingers, in tans, browns, blacks and dark fancy, every pair guaranteed, at75 4 Large Pearl Button (Princess ing, with gusset fingers, in very pretty designs, guaranteed 1.00 7-hook Lacing and 4-button French Kid Gloves, hand-sewn, gusset fingers, in tans, brown and black, guaranteed, at 1.00

Ladies' 4-button Suede Gloves, in tan shades. assorted, with black stitching, all sizes Ladies' 4-button and 7-hook Lacing French Kid Gloves, made of the finest skins, sewn by hand, with gusset fingers, guaranteed Men's Lined Kid Gloves. in tan and brown, regular price 75c a Boys' 1-clasp Kid Gloves, in tans and browns, regular price 75c a pair, for

Misses' 4-button French Kid Gloves, regular price 75c a pair, for Ladies' Real French Kid Gloves, in all the new shades, gusset fingers, regular price \$1 a pair, Thursday

Please bear in mind that these Gloves are brand new and absolutely perfect in every way. No seconds! No imperfections! The fact of buying in tremendous quantities and taking advantage of cash discounts brings prices down the lowest we've ever known for equal qualities. We sell as wa buy and you reap the benefit as a matter of course.

T. EATON CO. 190 YONGE ST., TORONTO

Canada's Greatest Store

190 YONGE STREET, TORONTO, January 29.

· In spite of all the business we do and all the success we've earned, we're not satisfied. Plans are maturing for greatly enlarged selling space and even better facilities, and yet the building is too unpretentious to photograph. It seems we get the crowds whether or no, and all our wits and means are bent on improving values and bettering the service, which means a sincere regard for your interests.

Few ocean steamers turn their noses to America without a lot of cases and bales for your examination. We buy in tremendously large quantities direct from leading manufacturers, and if there's any better way for people to get all the advantages of trading we'd like to know it. Large and steady dealing with only the best makers ought surely to put the right goods on our counters at the right prices. As a matter of fact we retail many classes of goods at smaller advances over cost than the wholesalers get.

Between perfect service on the one hand and supremely good value on the other this store stands supreme. In all Canada there's no other like it. Every dollar's worth of goods is bought for retail selling and not for wholesale—to sell for its wearing quality or style to people who come back to tell us if not entirely satisfactory. There are some goods our customers don't want at any price, and there are styles on the market to-day that we sold out months ago, making the loss when the fashion fell.

The present policy of this store is squarely opposed to the trend of the times. New goods in prodigal abundance of every good sort are here, and the entire manufacturing world has been drawn upon. The articles on sale show for themselves, and if bought may be returned when unsatisfactory, and money will be refunded according to the rule we inaugurated years ago. And there's opportunity here without embarrassiment for shoppers to personally examine goods advertised.

All this is introductory to these suggestive values gathered at random from the stocks. Hundreds of other items equally interesting, but you can judge the store by these things as well as anything:

Furnishings and Clothing. Men's 4-ply Cuffs, round and square corners, sizes 91/2 to 111/2 inch, regular price 18c a pair,

Sealette and Black Imitation Persian Lamb Caps, satin and cotton Mned, men's and boys' sizes, regular price 85c to \$1 25 each,

Men's Hand-made Shirts and Drawers. fine lambs wool, regular price \$1 50 per garment, Thurs-

Men's Odd Tweed Vests, light and dark colors, sizes 86 to 44 inches chest, regular price 75c each, Boys' Black and Blue Worsted

Serge Saflor Suits, trimmed with gold, black and blue braid, white fiannel vest, lanyard and whistle, regular price \$2 50, Thursday ... 1:50

Men's Canadian Tweed Pants, striped, in light and dark colors, sizes 32 to 86 inches, regular price \$1

Staples.

19-inch Glass Cloth, blue and red checks, regular price 6c a yard, Rollers, 3 yards long, made of twillwide, regular price 25c each,

Bleached Damask Cloths, size 8-4 x 8-4. with border all round, assorted designs, regular price \$1 25 Brown or Victoria Striped Turkish

Towels, size 21 x 45 inch, regular price \$1 20 per dozen, Thurs 72-inch Heavy Bleached Twill

36-inch Fine Bleached Cotton, special, needle finish, regular price 7c per yard, Thursday at: .5

Dress Goods 42-inch Colored Coating Serge, all wool, bright finish, in shades of brown, garnet, navy, cardinal, myrtle, fawn and black, regular price 50c a yard, Thursday25

31-inch French Delaine, all wool, cream, navy and black grounds, with spots, stripes and floral designs, regular price 35c a yard, 20 to 23 inch Colored Velveteens, price 85c to 50c a yard, Thursday

Umbrellas. Ladies' Silk and Wool Mixture Umbrellas, wood or steel rods, paragon frame, in assorted handles, regular price \$1 75, Thursday 1.00

Ladies' Fine Irish Linen Handker-chiefs, hemstitched, extra quality, regular price 20c each, Thursday .121/2 Drugs. Bland's Compressed Pills, sugar-

coated, special for Thursday, 50c, Notions. Side Combs, with fancy gilt and

plain tops, regular price 15c a pair, Thursday English Morocco Pocketbook, calf or chamols lined, rivetted frame, nickel spring lock, with handkerchief pocket in back, regular price \$1 50 and \$2 each, Thursday50 Cutlery.

Bread Knife, with fancy carved handles. Sheffield blade, regular price 25c each, Thursday10 Ladies' Pearl Links, in assorted de-

signs and patterns, regular price 25c, Thursday13 Ladies' Underwear. White Cotton Gowns, 2 clusters of fucks, embroidery insertion, edge

White Cotton Gowns, 2 rows tucks high sleeves, fancy braid, embroidery frill on neck and down White Cotton Drawers, 5 fine

tucks: frill of wide cambric24 White Cotton Chemise, embroidery insertion, cambric frill around neck, down front and on arms... .30 White Cotton Corset Covers, high neck, close-fitting, 32 to 40

White Cambric Corset Covers, high neck, fine Swiss embroidery White Lawn Aprons, 3 1-inch tucks, White Cotton Skirts, yoke bands, tucks and hem, sizes 38 and 40

White Cotton Skirts (extra heavy cotton), 6-inch hem, 5 half-inch tucks, yoke band, 88 and 40 White Lawn Pinafores, 5 sizes. Mother Hubbard style, frill of lawn, feather stitch braid25

T. EATON CO.

TORONTO.

Tweeds.

17 Pieces Genuine Irish Tweed.

stripes and checks, new stock

just received from Belfast, re-

gular price \$1.25 to \$1.50 a yard,

Ladies' Wrappers, made of all-

wool flannel, in fancy stripes,

sleeves and waist lined, regular

Millinery.

Felt Hats, dress shapes, in brown,

navy, grey, red and fawn, regu-

all colors, regular price 750 a

Wrappers.

price \$3 each, Thursday 1.50

lar price 25c each, Thursday10 Shot Silk Velvets, 18 inches wide,

Floral Department.

Primroses, in pots, special at 121/2

Ferns, in pots, special at20

Palms, in pots, special at 1.00

Wall Papers.

American Gilt Wall Papers, in-

new designs, our regular price

15c a single roll, Thursday....

Borders to Match, 9 inches wide,

Best 5 Frame Brussels Carpet.

27 inches wide, with % borders

to match, our regular price \$1.18

Reversible Satin Derby Curtains,

50 inches wide, 3 yards long, in

rose, sage, bronze, blue and green, figured all-over patterns,

our regular price \$4.50 a pair,

Sheet Iron Dripping Pans, size

15 x 10 inches, regular price 15c

Best Brown Rockingham Ware

Teapots, regular price 15c each,

Thursday

Finest Walnuts, regular price 15c

Finest California Dried Plums, re-

gular price 10c a lb., Thursday.

Very Choice Table Raisins, regu-

Thursday 2.70

Basement.

lar price 15c a lb., Thursday .. .10

Curtains.

a yard, Thursday

our regular price 60c a double

Carpets.

Carnations, regular price 35c a

you want to buy:



pair; Thursday 1.00 Ladies' Dongola Kid Buttoned Boots, common sense shape, plain

2, regular price \$1; Thursday50 gular \$2; Thursday 1.00 Men's Dongola Bright Buff Boston Calf Laced Boots, sizes 6, 7 and 8, regular price \$2.50; Thursday. 1.00 regular price \$1.50; Thursday... 1.00 Boys' Laced Boots and Oxfords,

\$1.25; Thursday 1.00 price \$1.25 a pair, Thursday75 The entire stock answers to the same tendency and shows as clearly how surprisingly the reach of a dollar or two has been extended in all kinds of footwear. To suppose that under any circumstances we shall allow lower prices for shoes or the way we do things.

190 YONGE ST., TORONTO. 190 YONGE STREET,