

T. EATON CO. LIMITED

190 Yonge St. Canada's Greatest Store. Toronto.

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.

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.

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.

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.

One order placed recently calls for 50,000 books of a kind, and buying in such quantities brings prices down. You'll find some of the best authors among these—

- Paper Bound Books, including works by such authors as Balzac, Dickens, George Eliot, Dumas, Cooper, etc.

We grasp the world in collecting goods and bring the highest intelligence to selling them systematically.

Stylish Shoes.

This store for shoes is peculiar. It always has been. We advocate fashionableness because it doesn't cost any more.

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.



- Ladies' Extra Choice Vici Kid Buttoned Boots, narrow toe, patent leather toe cap, genuine Good-year welt, extension sole, sizes 2 1/2 to 7, regular price \$3.50; Thursday \$2.50.

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.

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190 YONGE STREET, TORONTO, JANUARY 29.

THE SWEEP OF SUCCESS!

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.

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.

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.

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.

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 9 1/2 to 11 1/2 inch, regular price 18c a pair, Thursday \$1.00.
- Umbrellas: Ladies' Silk and Wool Mixture Umbrellas, wood or steel rods, parasol frame, in assorted handles, regular price \$1.75, Thursday \$1.00.
- Handkerchiefs: Ladies' Fine Irish Linen Handkerchiefs, hemstitched, extra quality, regular price 20c each, Thursday 12 1/2c.
- Drugs: Bland's Compressed Pills, sugar-coated, special for Thursday, 50c for \$1.00.
- Notions: Side Combs, with fancy gilt and plain tops, regular price 15c a pair, Thursday \$1.00.
- Staples: 19-inch Glass Cloth, blue and red checks, regular price 9c a yard, Thursday \$1.00.
- 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, Thursday \$1.00.

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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's apt to be confronted with a confusion of ideas.

You may not be ready to buy in January, but you won't object to looking! We've anticipated the biggest kind of a trade in

- Eatonia, Model A (Gents') \$49
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.

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 you expect 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.

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

- 80-inch Heavy English Print, fast colors, choice range of new designs, in spots, stripes and fancy figures, soft finish, per yard \$1.10
82-inch English Cambric Shirting Print, extra heavy cloth, soft finish, fast colors, full range of shirting patterns \$1.10
82-inch Turkey Red Print, plain red ground, with white and black spots and figures, fast colors \$1.11
88-inch Plain Victoria Lawn, linen finish, free from dressing \$1.10
81-inch White Muslin, fancy checks and stripes, new designs for spring, per yard \$1.10
29-inch White Dimity, hair cord effect, soft finish, extra heavy, per yard \$1.12 1/2

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.

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 \$1.49
Ladies' 4-button Real French Kid Gloves, plain points and gusset fingers, newest shades, every pair guaranteed, at \$1.69
4-button (Elite) Real French Kid Gloves, gusset fingers, in tan, brown, black and dark fancy, every pair guaranteed, at \$1.75
4 Large Pearl Button Princess Maud, colored welts and stitching, with gusset fingers, in very pretty designs, guaranteed \$1.00
Sheet Iron Dripping Pans, size 15 x 10 inches, regular price 15c each, Thursday \$1.00
Best Brown Rockingham Ware Teapots, regular price 15c each, Thursday \$1.00
Finest Walnut, regular price 15c a lb., Thursday \$1.00
Finest California Dried Plums, regular price 10c a lb., Thursday \$1.00
Very Choice Table Raisins, regular price 15c a lb., Thursday \$1.00

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