

T. EATON Co., (LIMITED)

190 Yonge-st., Oct. 9, 1925.

Always Busy: How does 190 Yonge-st. differ from every other store? Big question. Too big for brief and complete reply.

One point as a reminder to day. You know it already. CREASELESS ACTIVITY. Each working day brings its own mission. Old straw is not thrashed in our machine. Hence the tireless push.

No Canadian store is as fully alive to the needs of shoppers. Stocks are fresh and bright with all the new thoughts of the season, and values get better and better continually.

Wonder when and where the trade increase will stop? We're not resting on our oars by any means, and people who patronize this store will have more and more to be thankful for as the days go by.

Heavy Underwear: With the weather nipping cold and prices lower than ever there's nothing to hinder our doing the biggest kind of trade in Underwear. The stocks are well assorted, and you'll have no trouble in getting the size you want in—

Ladies' Heavy Ribbed Merino Vests, long sleeves, regular price \$5.00, for... 25

Ladies' Heavy Ribbed Wool Vests, long sleeves, regular price \$5.00, for... 50

Ladies' Heavy Natural Wool Vests, long sleeves, regular price \$5.00, for... 75

Men's Heavy Scotch Wool Shirts and Drawers, ribbed, extra heavy, regular price \$6.00, special at... 47

Men's Heavy Scotch Wool Shirts and Drawers, double-ribbed, extra heavy, regular price \$7.00, special at... 69

Men's Heavy Underwear, ribbed, extra heavy, regular price \$7.00, special at... 75

Men's Fine Shetland Wool Shirts and Drawers, extra-soft, regular price \$10.00, special at... 1.25

Men's Full-Fashioned Heavy Wool Shirts and Drawers, hand-made and shrunken, all sizes... 1.25

This is the golden age of retailing, and a dollar goes farther here now than ever before. What's more—you get reliable qualities with everything you buy here. You're sure of that, for we refund money where goods are not exactly as represented.

Furs and Sealskins: We're all the time building business. This idea of selling fashionable furs and sealskins at drygoods prices is characteristic of the store. Whatever you seem to want we're sure to have, and you pay less here than anywhere. This store is for the rich as well as the poor. For instance:

Ladies' South Sea Seal Jackets, 35 inches long, full umbrellas, large leg-of-mutton sleeves, best London dyed, all silk satin-lining, pockets lined with silk, and chambray lined, full, gait, storm collar and revers, special at... \$200

Ladies' Persian Lamb Jackets, 34 inches long, large leg-of-mutton sleeves, full umbrellas, silk, made from best selected German dyed skins, beautifully matched, full bright color; best satin lining and trimmings, special at... 118

Ladies' Grey Lamb Jackets, 34 inches long, leg-of-mutton sleeves, umbrella skirt, large revers; large, light close curl; splendidly matched, best silver grey satin lining, and tipped and chambray lined pockets, at... 50

Ladies' Fine South Sea Seal Capes, 27 inches long, Martin's London dye; full storm collar, elegantly lined and finished... 115

Ladies' Alaska Sable Capes, 24 and 27 inches long, ripple skirt, dark, natural color fur, best satin lining, and beautifully made, at... 65

Ladies' Persian Lamb Capes, 24, 27 and 30 inches long, best selected, dark dyed skins, beautifully matched, full awl-rip skirt, best satin lining, small and large and medium curl, at... 65

It's just as well to remember that we keep expensive things, and that good things here are not nearly as expensive as elsewhere. Put us to the test. Intelligent comparison is all we ask.

THE TORONTO WORLD

NO. 88 YONGE STREET, TORONTO. TELEPHONE: BUSINESS OFFICE 1734. EDITORIAL OFFICE 1735. ONE CENT MORNING PAPER. SUBSCRIPTIONS: Daily (without Sunday) by the year \$3.00. Daily (without Sunday) by the month \$1.00. Sunday Edition by the month \$1.00. Daily (Sunday included) by the month \$1.50.

WHOLESALE NEWSDEALERS: F. W. Beebe, 351 Spadina Avenue. George Measer, 707 Yonge Street. Mrs. Moriarty, 1226 Queen Street West. S. Dunlop, 362 Dundas Street East. G. B. Enzard, 707 Queen Street East.

HAMILTON OFFICE: No. 111 Broad Street, North. H. E. SAYERS, District Agent.

THE FIGURES PROVE TOO MUCH. The Evening News quotes the following from The Philadelphia Enquirer: "The acetylene light is as far superior to the electric light as the electric light is to the gas light."

It is an exceedingly easy matter to sell them once you get to looking. For that reason we want shoppers to visit the department and not hurry away.

Boys' Clothing: If parents properly understood the superiority of our clothing stock business would double itself right off. The collection of boys' suits and overcoats is so nearly perfect that had we to gather it all over again we wouldn't make it different. The display includes new styles in—

Fancy Trimmed Suits, Velvet Suits, Knit Sweaters, and Fur-Trimmed Suits, Tailor-made Overcoats.

such as ordinarily cost half as much again as we ask. Prices are reasonable—always reasonable. We charge little enough to get new trade and hold it.

Special for Thursday Morning, First Floor: Gents' Tan, Calf, Blucher Cut Lace Boots, heavy sole, just the thing for fall wear; regular \$12.00, special at... 95

Gents' Dongola Kid Elastic Ties, \$1.50, special at... 75

Medium weight, all sizes... \$1.00

Medium weight, all sizes... \$1.00

Medium weight, all sizes... \$1.00

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

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A TITLED BRITISH JOURNALIST.

Sir Edward Russell, editor of The Liverpool Daily Post, accompanied by Mr. J. A. Macdonald, his Toronto correspondent, spent yesterday in seeing the sights of Toronto, being shown around by Aid. George Murdoch.

To a reporter Sir Edward said he was simply on a trip to see the country, and returned Toronto yesterday morning. Sir Edward was knighted in 1922; it was no doubt due to the aid of his friendship and support to Mr. Gladstone, and was conferred just before the "Grand Old Man" died.

What causes you to attribute the recent defeat of the liberal party in England? "I think," he replied, "it was totally unexpected, and at the same time looking back, it is quite easy to explain. The Liberal party had done many things and attempted them altogether. They had adopted a policy of passing resolutions, but the House of Commons would not deal with them, not fully expecting that the House of Commons would do so."

How well do we do! Have you thought that within the walls of this great store are 6000 square feet of shopping space—all given over to boots and shoes? People talk about the perfect appointments of the store and the success this store is scoring. After all, there's no trick in it; we've shoe men only shoe men through and through.

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John Miller & Co. McPHERSON

75-77-79-81 QUEEN WEST. 188 YONGE ST.

IT IS HARD TO DECIDE WHOSE SHOES TO BUY. Every shoemaker tells you he can sell you the best shoes for the least money. But can this be so? No, likely. Shoes are a second nature to McPHERSON, and it is quite within the range of possibilities that he is in possession of more points in Toronto combined. This knowledge is employed in giving shoes style, fit, appearance and low cost.

Our Sporting Department is having a football trade in Boots. We are supplying most of the players in Canada; price \$3 to \$5 for soccer boots.

Store open daily till 8:30 p.m. Open Saturday night.

POCKET TICKLING PRICES. GEORGE McPHERSON, 188 YONGE STREET.

John Miller & Co. McPHERSON. Store open daily till 8:30 p.m. Open Saturday night.

All-Wool Blankets

Best English and Canadian Makes. 5 lbs. \$2.25, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00.

Schools and Colleges supplied with these goods of extra quality at the lowest WHOLESALE SALES RATES.

John Catto & Son DRYGOODS ONLY. KING-ST. (opposite the Post-Office), Toronto.

PIANO TUNING. PIANOFORTE AND ORGAN TUNING and repairing. R. E. Dalton, 20 McGill-street. Send postcard orders.

STORAGE. STORAGE - BEST AND CHEAPEST in city. Lester Storage Co., 249 Spadina-street.

OCCULTIST. DR. W. E. HAMILTON - DISEASES OF EAR, NOSE AND THROAT. Room 11, Janes-street, Toronto. King and Yonge-st. Hours 10 to 1, 3 to 5.

OPTICIAN. P. ROY CHAMBERLAIN, EYE SPECIALIST, 47 King-street East. Hours every Monday.

MARRIAGE LICENSES. H. J. LAMONT, DISTRICT REGISTRAR, 100 Queen-st. West, Toronto.

BAILIFF. L. J. WILLIAMS, BAILIFF AND VALUER, 120 Victoria-st., Phone 1101.

GOODS WANTED. ALWAYS USEFUL - MONEY FOR baby carriages, coats, cradles, carpets, clocks, furniture, stoves, folding beds, desks, chairs, etc.; you're not using; come to us for cash or commission; we'll buy your goods; send postcard. Taylor, 275 Queen-st. West, Toronto, Ont.

MEDICAL. D. O'NEILL, DENTIST, 100 Queen-st. West, Toronto. Hours 10 to 1, 3 to 5.

EDUCATIONAL. BARKER'S SHORTHAND SCHOOL, Cor. Yonge and Bloor, the place for stenographers. Circulars free.

INTERNATIONAL BUSINESS COLLEGE. CENTRAL BUSINESS COLLEGE, 70-72 Queen-st. West, Toronto. Canada's Greatest Commercial School. Shaw & Elliott, Principals.

LEGAL CARDS. KILMER & IRVING, BARRISTERS, Solicitors, etc., 10 King-street West, Toronto. George H. Kilmer, W.H. Irving.

FINANCIAL. LARGE AMOUNT OF PRIVATE FUNDS TO LOAN AT 6% per cent. Apply to J. H. Galloway, 2830 Yonge-st., Toronto.

HOTELS. GRAND UNION HOTEL, ORILLIA, Ont. 1000 beds. Rates \$1.00 to \$2.00 per day. W. Robinson, proprietor.

PERSONAL. HOTEL DE WINDSOR, GREENWICH, Ont. Only five minutes' walk from the station and about the same from Muskoka Wharf, making it a delightful home for summer tourists. There are also large and airy bedrooms, bath, and a billiard room. Rates \$2.00 to \$3.00 per day. D. B. LaFrandre, prop.

ART. W. L. FORSTER, PHOT. OF MONS. J. C. Boninger. Portraits in Oil, Water, Studio, 81 King-st. East.

FOOTBALL. THE HAROLD FOOTBALL CLUB. All Football & Spectator Tickets. 85 King-st. East.

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Rifle

We have rifles as have all the best.

THE GRIFFITH Rifle. Opening full meeting of the Toronto Rifle Club. The great small shower of the day was for the day of the day.

Time—2:05 p.m. The Griffith Rifle Club. The Griffith Rifle Club. The Griffith Rifle Club.

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