

THE T. EATON Co.,
(LIMITED)

CANADA'S GREATEST STORE

190 Yonge-street, Toronto.

190 Yonge-street, Sept. 11, 1896.

Under one Roof

Five acres of selling space, over a thousand men and women busy as bees, merchandise enough to stock twenty good-sized stores and machinery enough to run a whole town. Of course people come here. Great crowds fairly revel in the enthusiasm of newness and novelty on every hand. Most people know the store by past experience. More are learning every day.

We shall be pleased to see you, whoever you are; pleased to show you new goods for fall and new ways of doing things. The heartiest kind of welcome awaits you here, with bright, catchy music at regular intervals and all the conveniences of modern store life.

Just What You Want

That's the whole circumference of our aim—getting the goods you want at the price you want to pay. New Millinery and Dress Goods are holding high carnival, while Wraps and Jackets develop such enthusiasm as we have never known. We're doing the business better—crowding more style into low-priced garments and serving your interests as never before. Take elevator to the first floor and get a good, satisfying look at these:

- Ladies' Fancy Stripes Silk Undergarments, with deep blue flounce, lined throughout with red tulle, at..... **\$2.50**
- Ladies' Golf and Bicycle Jerseys, plain colors, navy and black, and in black and white, navy and white and navy and cardinal, all sizes at..... **1.50**
- "Eaton's" Brand Ladies' Silk Waists, made in great variety of silk, black, plain and fancy stripes, light and dark and evening shades, each waist fitted with dress dress shields, fit and make unexcelled, all sizes at..... **5.00**
- Ladies' short Jackets, made of fine chinchilla cloth with fancy check, self-lining, colors black, navy and brown, at..... **11.00**
- Ladies' Golf capes, made of fine chinchilla cloth with fancy check, self-lining, colors black, brown, navy and lawn, at..... **7.00**
- Ladies' Golf Capes, made of finest Scotch Tweeds with exquisite plaid linings, colors black, brown, navy and green, at..... **12.50**

Exaggeration is rampant in advertising, and you must see goods to thoroughly appreciate values. The organization is waking up to never possibilities. You find us doing better and better each season, and so long as we do that the business will continue to show satisfactory increase.

Brand New Carpets

The largest, finest stock we ever had—best English and American makes. Hundreds of rolls in scores of elegant new designs, with prices lower than you have a right to expect. Too busy to say more about them now, but not too busy to show them.

Special for Thursday Morning -- Grocery Department:

Finest Rolled Wheat, 2-pound box, 5c a box.
Fine Mixed Tea—special, 18c a lb.

Dairy Lunch Room in the Basement -- Orchestra on First Floor.

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

THE TORONTO WORLD

NO. 22 YONGE-STREET, TORONTO.

TELEPHONES

Business Office 1734.

Editorial Rooms 523.

One Cent Morning Paper.

SUBSCRIPTIONS.

Daily (without Sunday) by the year \$3.00

Daily (without Sunday) by the month .25

Sunday Edition, by the year 2.00

Sunday Edition, by the month20

Daily (Sunday included) by the year, \$5.00

Daily (Sunday included) by the month .45

WHOLESALE NEWSDEALERS.

F. W. Beebe, 291 Spadina-avenue.

George Messer, 707 Yonge-street.

Mrs. Mortimer, 1428 Queen-street west.

H. E. Hulse, 635 Dundas.

S. Duggan, 382 King-street east.

G. R. Bazar, 707 Queen-street east.

HAMILTON OFFICE.

No. 12 Arcade, James-street North.

H. B. SAYERS, District Agent.

SEA POWER AND YACHTING.

In the great international yacht race

of this year honors are even up to date.

Defender won the first trial, Valkyrie

the second, and the best boat win;

and if the English boat, then will our

joy be all the more exuberant.

The sports of this and former

generations fall mainly in to two

classes: (1) Those that are contests

of speed—racing with sail, with oars,

with horses and with wheels; (2) those

that turn on the handling of balls of

various kinds, such as billiards, golf,

bowls, etc. A third class might be

made of those that combine speed and

skill in handling balls, such as polo,

football, lacrosse. Boxing and wrestling,

two of the noblest sports, go

with still another class, which in-

cludes jumping, putting the stone and

such like trials of muscular skill and

development.

Yachting is the outcome of one of

the oldest and most ancient arts. Be-

fore the dawn of history men have

availed themselves of the wind in prop-

elling craft over the sea. Homer is

full of the spreading sail, the moat

wave and of men, who like the Phaeac-

ians, were conductors of travelers across

the hoary way. Ever since these ancient

days, for over the four thousand years

of recorded history, there has been a

persistent and progressive effort made

by men of many nations to increase

the speed of sailing craft, either by im-

provement in the construction of the

boat and its rigging or by a more ex-

act application of the knowledge gained

of the laws which govern the winds

and of the resistance of water to what

is propelled through it. Of these laws

men have improved their knowledge

but very little for many a day, but in

the matter of the build and the tackle

of ships they have been making ex-

periments ever since their first land-

ing. And that the effort at building

is not yet over we know from the

contest of Saturday and yesterday.

"The building of the Ship" is still as

much a song as it was when Long-

fellow wrote it fifty years ago, and of

as much interest to those who now

speak English as it was to those who

speak the tongue of the famous pirates

who sailed for Troy. England's com-

mercial supremacy and her sea-power

are bound up inextricably with sailing

and yachting, and English-speaking

men rise to the occasion whenever a

test of sailing or rowing a boat is ar-

ranged. Britannia Rules the Waves

because Britons are yachtsmen, are

sea-dogs, are fishermen, are smugg-

lers, and some of them pirates. The

Oaksdians are even said to be web-

footed.

"Sea-power" is a word recently

popularized by Captain Mahan of the

United States navy and a desire to

it is one of the characteristics of our

neighbors to-day. We miss the mean-

ing of things if we only attach the

idea of sport to the yachting contest

of this week; the desire for "sea-

power," for commercial supremacy, goes

with it.

England has been the mother of

sports. The most pronounced feature

of the world of sports in the last 20

years has been the vigorous effort

made by our neighbors to acclimatize

English sports: tennis, golf, polo, foot-

ball, cricket, steep-chasing, curling

and all the others. In most of these

neighbors are succeeding admirably.

There has been a distinct advance

in the physical build of the youth of that

country in the last time. The speed and

skill of Americans in adopting these

sports have only been exceeded by their

agility in donning the peculiar and ex-

pressively-built-for garments that John

Bull's tailor invented for all the

sports. Uncle Sam, tugged out in golf

stockings, tennis shoes, bloomers, a

fore-and-aft cap and a pea jacket is

a sight for the gods and men to be-

hold!

And yet Uncle Sam wins the yacht

race we will not fail to run up our

flag and salute him and his captain

defender.

THE GRAND TRUNK'S OPPORTUNITY.

The T. H. & B. Railway states that

the line between this city and Hamil-

ton will not be built unless certain

businesses are forthcoming. Hamilton

was asked to give \$200,000, but the

Council Saturday last refused to en-

tertain the proposition. It is not like-

ly the company will be any more suc-

cessful if it applies for assistance from

other municipalities. The failure of the

T. H. & B. to secure their bonuses is

the Grand Trunk's opportunity. A

wise move on the part of the G.T.R.

directorate might now secure them in

the profitable monopoly they enjoy in

the traffic between the two largest

cities of Ontario for many years to

come. One company would make a

handsome profit if it had a monopoly

of the business at two cents a mile.

With two companies in the field there

would be little or no profit for either,

even charging three cents. The Grand

Trunk possesses an excellent roadbed

between the two cities and is capable

of handling three times as much busi-

ness as now exists. The new president

ought seriously to consider the ad-

visability of reducing the rates, in-

creasing the number of trains, decreas-

ing the running time and giving the

people of Hamilton an up-town station.

By granting these privileges the T.

H. & B. would be effectually stopped

from securing further assistance. Ac-

cording to their own admission, the ef-

fect of this would be to prevent them

going on with this part of the road.

It ought to be worth some little effort

on the part of the Grand Trunk to

maintain the hold it has so long en-

joyed through this populous section of

country. We believe by the exercise

of a little business tact and diplomacy

it may hold the field for a long time

to come. But two cents a mile must

The Shoe

That Cripples

The shoe that deforms is the shoe that hurts.

Bandage your head unevenly as you do your

feet, and soon you wouldn't know the dif-

ference between the shoe that cripples and

The Slater Shoe

Ah! there's the shoe for your money, \$3 per

pair for the best shaped men's footwear in

Canada. Made of finest imported calfskin

Black or tan—six shapes—all sizes—any width.

Five Dollars Worth of Comfort—Free!

On receipt of price and 25 cents for express charges

we will send one pair of the Slater Shoes to any per-

son in the United States or Canada. Money refunded if not satisfactory.

MAIL ORDERS.

SOLE AGENTS IN TORONTO

214 YONGE-STREET.

General Footwear Store in

Canada.

Send for Illustrated Booklet Free.

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