

The John Eaton Co., Ltd.
Temperance and Yonge-Streets.

THE ONWARD MARCH

of the John Eaton store—all eyes are on this great store—everybody wondering what is coming next. Sometimes it's best to let the sleeping dog sleep; for weeks we've been tarred and feathered, rival houses have sought to ruin our credit, those who have been jealous of our wonderful success have gone behind the fence and pitched stones, but of no avail; we have got the sympathy of the millions, we have the encouragement of the thousands in Toronto. Thanks, kind friends, one and all for your noble patronage, but we are aroused, we are indignant. Is it a challenge whether the John Eaton Store shall live or die! The newspapers have said things perhaps in our favor, but we can stand the fight alone—we ask no assistance, we've got a name and we're going to keep it, and there's no power on earth that can or will take it away. We've got a business that cannot be equalled in this broad city; think of it—but a month ago this store was a little quiet clothing store, to-day it is the busiest store in Toronto, going at the rate of \$300,000 a year, and we've put the seal to our words—\$500,000 worth of goods will be sold before one year. We've been challenged, and now we're going to show what we can do.

ENLARGING SALE.

To-day we commence to break all records; there's nothing to much for us to attempt. Here's \$50,000 worth of goods—back walls of both stores must come down and then 14,000 square feet of floor space will be at your service, but till then a mighty roar of bargains—we never do anything but we do it big—we're going to make wonderful jumps, therefore we must make wonderful bargains.

Here's 25,000 yards of Dress Goods; tons and tons of goods are being ordered for this magnificent big store for fall, and we'll give these goods away before we carry any over, therefore to-day we make this wonderful offer, 25,000 yards dress goods, hundreds of kinds, qualities run all the way up to 75c, they shall go to-day at 25c yard.

ENLARGING. ENLARGING.

10,000 yards Prints, are worth 12½c yard, very wide patterns, this great enlarging sale means great bargains and every yard must go at 6-1-2c yard

Another scoop in the Ribbons. Here are perhaps 8000 yards worth 5c to 8c yard; enlarging sale, therefore we put one price for the whole lot 2c yard

To-morrow, be it hot, cold, rain or snow, we shall offer 2000 glasses pure Ice Cream Soda 8c a glass, as we want to keep you moist while you shop in the great crowd.

Enlarging Sale comes down on the Hosiery counters; there are nearly 200 dozen Ladies' Cotton Hose, ribbed and plain, in stock; the price has been 10c. but they're cheap at 12-1-2c. but to-day we make

MEN OF TORONTO

you've got a chance now never before offered since the days of Noah
—we've a bankrupt stock of clothing; many and many a factory in
Toronto, Hamilton and Montreal are working overtime preparing
orders for the John Eaton Company's fall trade; that means the good-
bye of this bankrupt stock, here's thousands of dollars' worth that
must go out.

All Suits worth up to \$5 go during this Enlarging Sale at \$2.97

"	"	"	8	"	"	"	5.9
"	"	"	10	"	"	"	4.8
"	"	"	12	"	"	"	5.6
"	"	"	14	"	"	"	7.4
"	"	"	16	"	"	"	8.7

This is all we can tell of to-day, no use telling you to come early no matter what time you come we'll be crowded, but you won't forget that it's John Eaton's, the crowded store,


1 ENLARGING. ENLARGING.

The John Eaton Co., Ltd.
Temperance and Yonge-Streets.
ENLARGING SALE

That purchasers of our Matches
may secure entire freedom from
false impressions and from sub-

substitutions, **E. B. EDDY'S** name appears on every box.

There should be therefore no mistake about getting the best.



Our present
rival for

COAL AND WOOD

are as
follows:

Grate.....	\$4.75 per ton	Best Hardwood, cut and split.....	\$5.50 per cord
Stove, Nut, Egg.....	5.00 "	No. 2 Wood, long.....	4.00 "
No. 2 Nut or Pea Coal.....	3.75 "	No. 2 Wood, cut and split.....	4.50 "
Best Hardwood, long.....	5.00 per cord	Slabs, good and dry.....	3.50 "

Head Office, Corner Bathurst-st. and Farley-ave. TELEPHONE 5393. Branch Office, 429 Queen-st. west.

WM. MCGILL & CO.

This image shows a blank, aged, cream-colored page, likely an endpaper or flyleaf of a book. The paper has a slightly textured appearance with some minor creases and discoloration, characteristic of old paper. The left edge of the page is bound, showing the stitching and the inner cover material. The overall tone is a warm, off-white or light beige.