THE T. EATON Co. LIMITED

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

190 YONGE STREET, May 14, 1897.

BELOW THE MARKET

You may search where you will and you'll not find anything like the values we offer in merchandise of every sort. We sell as low as we can, without regard to the general market or the usual way of doing business. Here's a partial list of our plans and prices for to-morrow:

Cloaks.

61 Only Girls' Reefers, new spring styles, made of serges, box cloths and tweeds, in navy, cardinal, fawn and green, sailor collars, silk braid, trimmed, sizes 4 to 12 years, regular price $2.25 to $4; Saturday 1.50

75 Only Ladies' Jackets, in black Serge, double-breasted and blazer styles, some silk-lined, regular price $4 to $6; Saturday 1.50

23 Only Ladies' New York Costume, latest styles, tight fitting, Eton and Chesterfield Jackets, regular prices $15 to $17.50; Saturday 9.50

Gloves.

Ladies' Perforated Chamois Bicycle Gloves, two large buttons, kid binding and silk-stitched back, regular price 75c; Saturday .50

Ladies' Fine Kid Gloves, in white, with black embroidered backs, large pearl buttons and binding to match, special at ..... .75

Ladies' 14-inch Pure Silk Milanese Gloves, colors cream, white, tan, fawn, brown, grey, navy and black, special at ..... .35

Belts.

Ladies' Leather Belts, 1½ inch wide, assorted colors, fancy buckles, regular price 35c each; special at ..... .17

Ladies' Bicycle Belts, 1½ inches, colors tan, black and russet, blocked purse attached, regular price 60c; special at ..... .40

Ladies' Sequin Belts, with fancy silver buckles, direct from Paris, elegant shades, match any dress, special at ..... .50

Hosiery.

Men's Fancy Check Bicycle Hose, roll top, seamless feet, regular price 60c a pair, Saturday ..... .50

Ladies' Extra Fine Soft Finish Plain Black Cashmere Hose, double sole and heel, full fashioned, very special at ..... .25

Ladies' Plain Black Cashmere Hose, high spliced ankle, double sole and heel, extra quality, regular price 45c a pair, special three pairs for 1.00

Ladies' Fast Black Cotton Hose, high spliced ankle, double heel and sole, special at ..... .20

Underwear.

Ladies' Fine Ribbed Vests (Health Brand) shaped, button front, trimmed with silk edging, silk tape around neck, short sleeves, regular price 75c, Saturday ..... .39

Ladies' Corsets, heavy jean, five-hook clasp, two side steels on each side, boned bust, long waist, white and drab, 18 to 30, special .. .25

Ladies' White Cotton Gowns, Mother Hubbard yoke, trimmed with lace around neck and centre piece, full sizes, regular price 35c, Saturday ..... .25

Millinery.

Ladies' and Misses' Trimmed Hats, including some original patterns very special at 3.98

Ladies' and Misses' Linenette Sailor Hats, in small checks and pain colors, regular 34c to 64c each, special at ..... .25

New York Ribbons, summer designs, moires, stripes and gauzes effects, regular 30c a yard, special at ..... .25

Rose Foliage and Foliage of all descriptions, special at ..... .25

Men's Canvas Shoes.

576 Pairs Men's White or Tan Colored Canvas Bicycle, Lacrosse or Baseball Shoes, with corrugated rubber soles, English make, sizes 6 to 10, worth 75c a pair, Saturday ..... .25

Staples.

44-inch Reversible Bordered Cretonnes, fast colors, artistic combinations, regular 25c and 30c a yard, for 12½

Men's Underwear.

Men's English Balbriggan Undershirts; also light-weight Cotton Shirts and Drawers, in drab and Oxford shades, ribbed cuffs and ankles, French neck, each 25c

Men's Undershirts and Drawers in double thread Balbriggan; also fine natural merino and light-weight natural wool, well finished, ribbed cuffs, French neck, overlock seams, sizes 34 to 44, each 50c

Men's Fine Natural Merino Undershirts and Drawers, sateen facings, French neck, ribbed skirt, and wrist, each 75c

Men's Health Brand Underwear in shirts and drawers, natural grey and flesh color, overlock seams, silk sewn, well stayed, pearl buttons, all sizes, each $1 00

Men's Shirts.

Men's Heavy Twill Cotton Night Robes, plain and embroidered fronts, with yoke on shoulder, cuff on sleeve, made all sizes, ... 50c

Men's Colored Cambric Shirts, with collar separate and cuffs attached, in neat blue, black and pink hair-line stripes, open back or open front, with neglige bosom, all sizes 50c

Men's Colored Cambric Shirts, extra fine quality, in all the newest effects, including blue, pink, hair-line stripes, pin check and fancy patterns, two separate collars and separate cuffs, or cuffs attached, all sizes, special 75c

When you get here you'll see similar prices in every department, from the Basement, with its immense assortment of housekeeping helps, to the top floors, with their wide range of housefurnishings of every description.

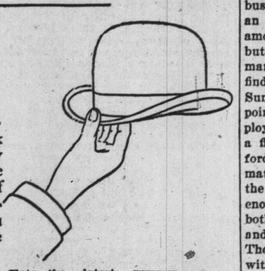
Two Clothing Chances

On Sale Saturday Morning.

125 MEN'S SUITS, fine imported West of England colored clay worsteds and worsted serges, in navy, black, mid-grey and brown serges, four-button sacque and three-button cutaway styles, fine Italian cloth linings, with trimmings to match, perfect fitting, broken sizes, from 34 to 44, being balance of lines sold out, regular prices $12.50 and $15.00 a suit, Saturday $10.00

85 BOYS' TWO-PIECE SUITS, short pants, in all-wool navy blue and black worsted serges, also brown and grey clay worsteds and tweeds, coats neatly pleated, heavy twilled Italian cloth linings, first-class trimmings, neat and stylish, sizes 23 to 28 inches, regular prices $4, $5 and $6 a suit, Saturday $2.95

About Men's Hats



Men's Hats are always a leading interest here. Where trade is quick and active it is absolutely necessary to have large stocks. Buying in large quantities and getting first pick of the newest styles enable us to discount the trade at every point. You can judge the whole stock by these three items:

Men's Fine English Fur Felt Stiff and Fedora Hats, the latest summer styles, unlined, calf leather sweats, ventilated crown, in black and tobac shades, special 1.00

Men's Fur Felt Stiff and Fedora Hats, in latest English blocks, the high, medium and low crown, flat, medium and roll brims, fine white satin linings, calf leather sweat, pure silk band and bindings, in black, Cuba, pearl, mocha and California brown colors, special 1.50

Men's American and English Fur Felt Stiff and Soft Hats, in the latest New York and London blocks, with medium, full and high narrow crown, flat, unbound and neat roll brim, unlined, natural-tanned calf leather sweat, in black, pearl, mode and hazel shades, special 2.00

You'll want to have a new hat for the 24th. Why not buy a few days in advance? To-morrow is the best day, as our assortments will be better than a week later.

THE T. EATON Co. LIMITED

190 Yonge St., Toronto, Ont.

THE TORONTO WORLD

ONE CENT MORNING PAPER.

NO. 83 YONGE-STREET, Toronto.

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THE TORONTO SUNDAY WORLD

Of May 16th will contain: The Heisham Mystery, by George R. Sims; On the Wrong One, by A. E. L. Watson; Woman, a monograph, La Parisienne; The Spanish Woman, The Lady in Tennis, London's Womanhood, Woman in Diplomacy, Not a Bad Sort, A Carnival of Kisses, She Walks in Beauty, In a Persian Harem, The Princess Chimay, as she appeared in a Berlin Theatre, Fashions in Paris, Canterbury Cathedral, illustrated; A Bit of Cycling History, The Pleasures of Exploring, A Surrey of the Churches, by Ebor; Lotus Day, The Theosophic Anniversary in Memory of Madame Blavatsky, Progress of the Plague in Bombay (special correspondence), Plain Speaking, by Mrs. Lynn Linton; The Lights and Shades of Life, by H.; Nations in Manufactures; Toronto the Cleanest City on the Continent; In the Cannibal Islands, and the usual departments with all the news of the day, including full and special reports of the Sunday car voting, with note and comment. Accounts of sporting events intended for publication in The Sunday World should be in the office, 83 Yonge-street, by 7 p.m.

A SWEEPING VICTORY FOR SUNDAY CARS AT HAND.

Sundays will sweep the town. The majority will be up in the thousands. There is a perfect uprising of the people against clerical intimidation and bigoted intolerance. Last night the Auditorium was packed to the ceiling with men intent on maintaining their liberties; if Massey Hall, too, was crowded, it was crowded mainly with women and young people whose emotions had been aroused by the appeals of the preachers. On one side were the men with reason and votes; on the other side women and young people, most of them without votes, but very emotional. In factory after factory, in shop after shop, the voters are for Sunday cars four to one.

The workingmen are overwhelmingly for Sunday cars; four thousand or more men who voted against them before have decided to vote for them this time. The experience of the city of Hamilton and the evidence of the clergy there is for Sunday cars.

The time for argument is over, the time to vote is at hand. Go and vote. Get your neighbor to vote for Sunday cars. Vote for liberty and a reasonable enjoyment of Sunday. Put down intolerance and intimidation. Swell the majority beyond 5000 and settle the question forever.

WHAT EVERYONE DOES CAN'T BE WRONG

The agreement of the Railway Company to give a daily through service to St. Michael's and Mount Pleasant Cemeteries in event of the success of the Sunday car bylaw is a consideration which ought to have no little weight in determining the choice of the citizens in this contest. Under existing conditions the visitor to Mount Pleasant has to pay two car fares, and a long delay at the point of transfer is necessary, as the Metropolitan cars run only every 20 minutes. On Sundays there is no means of reaching the cemeteries except by carriage or on foot. If the bylaw is carried all this will be changed. We are to have a continuous car service to the cemeteries, the long delay at the Metropolitan junction being avoided, and a single fare will cover the whole trip. This service will be in force week days as well as Sundays. Such an important concession ought to appeal to a very large section of the public. There are eight thousand plot owners in Mount Pleasant and sixteen thousand people have been buried in St. Michael's. The promised service will be especially appreciated by women and children, most of whom, having no vote, have to rely on the generosity and practical sympathy of those who have votes to secure for them this long-cherished desideratum.

If the Sunday car bylaw is carried 200 of Toronto's unemployed will be given immediate and steady work—a fact which will have a perceptible effect on business throughout the city. It means an increase in the money circulated among the retail merchants, the bakers, butchers and grocers. It means that many houses that are now vacant will find tenants. The running of cars on Sunday is equivalent, from a business point of view, to starting a factory employing 200 hands. Is Toronto in such a flourishing condition that we can afford to reject such an addition to our material prosperity? Haven't we played the part of the stupid ostrich long enough? This city is surely big enough both for those who want Sunday cars and for those who do not want them. The fact that Toronto can get along without cars on Sunday must convince outsiders that the city is a place of little importance. Let us be reasonable. A convenience which all other cities throughout the civilized world enjoy surely should not be rejected by us on the ground that it is sinful. If Sunday cars are vicious then God help humanity, for the whole world is vicious. What is the theory of a handful of Toronto ministers compared with the daily practice of ten thousand clergymen in hundreds of cities throughout the world? The former know little or nothing about the practical effects of Sunday cars. The latter use them as freely as they use week-day or holiday cars. The whole world surely cannot be wrong on this question and Toronto right. Fellow-citizens, the position taken by the clergy is absurd. Let us get in line with other progressive cities. Montreal is fairly out-distancing us. Just think of this fact: Toronto is the only city of its size in the civilized world that has no street car service on Sunday. Governor Pingree told a Toronto reporter this week that the people of Detroit would tear up the tracks if the street car company of that city attempted to abolish the Sunday service. The people of Buffalo and Hamilton have had experience of Sunday cars. They would not dream of giving them up. The evidence of all cities that have Sunday cars is favorable to the service. Fellow-citizens, let us accept the evidence of the people of a thousand cities as against the theory of a handful of Toronto clergymen. Let us have the cars.

PERISH SUCH INHUMANITY.

Among those who are taking a lively interest in the Sunday car campaign are the doctors. They are almost to a unit in favor of the cars, not only because they think the public health would be materially benefited thereby, but because a Sunday service would be of immense convenience to themselves and their patients. No one but the doctors know the inconvenience and actual distress that patients have to put up with by reason of the absence of the every-day means of getting about on Sunday. Dr. Murray Macfarlane was made an ardent supporter of Sunday cars through an incident that occurred in connection with his practice a couple of years ago. On a certain Sunday a woman, who lived in the west end of the city, came to his office with a child that was suffering from a dangerous abscess in the head. The woman had been told by her family doctor to visit a specialist at once in order to save her child's life. The visit to Dr. Macfarlane's, on Carlton-street, had to be made on Sunday, and, as the woman had not money to hire a coupe, she was obliged to walk and carry a 2-year-old child in her arms. When she arrived at the doctor's she was out of breath and exhausted. She had been in the office but a few minutes when she was taken with a severe hemorrhage of the lungs. This two-mile walk on a hot summer day was the cause of a loving mother's death, for she lived but a short time after the occurrence. Dr. Macfarlane stated to The World last night that this woman's untimely end could be traced directly and positively to the absence of Sunday cars. Ever since that event the doctor has been a vigorous supporter of Sunday cars. Yesterday he telegraphed to the Chief of Police of Boston to refute a rumor that has been going round to the effect that Sunday cars had increased crime and immorality in that city. The reply appears in another column.

Principal Caven, however, has warned his people that they must stick to creed. Humanity, brotherly love, justice, everything, must bow down to that monster, Religious Intolerance.

Citizens of Toronto, shall we not strangle this monster to-morrow?

Shall we not cause this reign of superstition, intolerance and prejudice to come to an inglorious end?

Behold this is the day the Lord hath made; let us rejoice and be glad in it.

HAPPENINGS OF A DAY.

Items of Passing Interest Gathered in and Around this Busy City.

The grand jury yesterday returned a true bill against John Jackson for theft.

Don't be deceived—"L. & S." brand of hams, bacon and lard is delicious, healthful and appetizing.

The police think Patrick Hayden, 87 Jarvis-street, stole an overcoat, so they arrested him yesterday.

Perth has contributed $19.25, through Mr. G. Buskin of Toronto, missionary, towards the Algoma and Northwest Evangelical and Colportage mission.

International Secretary Williams of the Railroad Men's Y.M.C.A., is in the city, introducing Mr. H. N. Dudley, the secretary for this district.

Mrs. Caroline Tate Collins, a widow of Whitchurch, died a week ago having willed her estate to her daughter, the wife of Rev. P. D. Will of Toronto. She had $2200 in stocks and $15.74 in cash.

A recital of sacred music will be given in St. Thomas' Church, Huron-street, on this (Friday) evening, by the choir and orchestra of the church, assisted by Miss Katie Archer, violinist, Paul Hahn, 'cellist, and Miss Hattie Moreli, soprano.

Public Library Board—4.15 p.m.

Prof. Nelson, late of the Yonge-street Arcade, has opened more convenient shaving and hair cutting parlors at 83 Victoria-street, three doors above Lombard-street. The ability and suavity of the Professor are well known, and his host of customers will continue to be operated on in the most fashionable style.

The Parkdale Methodist Sunday School anniversary will be held next Sunday. Rev. C. O. Johnston will conduct the morning service; Rev. W. J. McCaughan the afternoon and Rev. W. H. Hinks the evening. On Monday evening a public entertainment will be held, the Sunday school scholars supplying the program.

THE JAIL HIS REFUGE.

Melancholy Case of John Chambers, a Former School Teacher

Walkerton, May 13.—John Chambers, aged about 60, formerly Principal of the Walkerton Public school, and captain of a volunteer company, was last night committed to jail as a vagrant. Chambers has a first-class certificate, and was a very successful teacher. He gave up teaching several years ago and became Town Clerk, conveyancer and insurance agent, but gradually his business fell away, and in the end he became entirely destitute. He asked to be committed, and said there was nothing for him but the jail or the river.

From The R. Simpson Co., Toronto.

"Toronto, May 10, 1897. The Williams Manufacturing Co., Limited, 64 King-street west, Toronto: Gentlemen,—The Empire typewriter which we purchased from you last October has been in constant use in our office, and we have found it to be everything that you represented. Our stenographer, who has used all the leading machines on the market, is very much pleased with the quality and quantity of work he can turn out. The Empire is the simplest high grade machine that we have ever seen, and we feel confident that you will find a ready sale for it wherever introduced. Yours very truly,

"(Sgd.) The Richard Simpson Co., Limited."

F. L. H. Sims, City Agent.

WHAT WOMEN WEAR.

Just as the weather grows warmer and wraps for the neck, except for evenings, become intolerable, the prettiest things imaginable come in feather boas, which are very full at the back of the neck and taper off as they fall to the waist. In London, where the weather seldom attains the great heat, for long at least, that we have here, these pretty fluffy things will be much worn, and they will be sure to have a run here for evening, when they will be most becoming accessories to decollete gowns. They come in the most exquisite shades, and it will thus be possible to have them match or harmonize with the color of the gown. One is in sulphur yellow, tipped with white, and the other in mauve shading into white at the tips in the same way, while an exceedingly beautiful one was in white with a silvery suggestion of grey marabout feathers. Ruches of chiffon, tulle and mousseline de soie continue in favor, and form a very pretty finish for any sort of gown, giving a tailor dress a certain fluffiness about the corsage which renders it fit for almost any occasion.

The latest thing in neckwear in Paris is the stock made of tulle, in any desired shade, and finished off under the chin with a great soft bow.

A well-known Toronto dressmaker has recently turned out a lovely gown of brown cloth—a rich, bright brown; the skirt is exquisitely hung, and the jacket bodice opens over a full front of lovely yellow glace silk, which is draped with frills of white chiffon plisse, across which run narrow bands of black ribbon velvet and a tiny Valenciennes lace edging. The hat worn with this is of brown silk straw, with lovely bits of yellow, and the wearer is one of Toronto's fairest women.

The latest fashion has it that all transparent stuffs from wool canvas to thinnest gauze are made up with the outer skirt separate from the under one of silk. All stiffening is dispensed with, and the skirts hang limp and soft; and they may be trimmed as much or as little as desired.

Glace silk in all shades will be much worn this summer for blouses and shirt waists.

Pretty frocks for girls of from 12 to 15 will be made of white or colored pique, made with short over bodices frogged across the front with white braid. These "over-bodices" should be worn over a blouse and high draped ceinture, if a plisse of hemstitched white linen is ruffled round the neck and down the side opening. Another pretty bodice can be made with a very full silk vest—a yoke of embroidery forms a small square and turns off at each side like a bolero. Full jocky frills of embroidery fall over the top of the sleeves; this is a most effective mode of trimming. White pique revers, fronts, etc., look very neat, and Tartan stocks are the favorite neck trimming for girl's tailor suits.

Now that the shirt waist season is upon us, belts are an absolute necessity, and the manufacturers have this season turned out an unequalled display of these charming ceintures. Some beauties come in patent and enamelled leather, and their width is decreased by edging them with a black beading. Striped belts are shown, too, but they are not popular. Even when a wide shirred belt is worn, a narrow jewelled one frequently shows at the waist line, its color carefully harmonized with the silken belt.

A pretty party gown is composed of mignonette grenadine, made over green taffeta silk, which has a satin stripe running through it.

The long tulle or chiffon pelerine ends reaching to the knees are very fashionable, and they may be lace trimmed or ruched all about, as fancy wills. The Medici collar in a modified form is always a smart finish to any wrap, or a thick ruche mounting to the ears may be substituted.

Although trimmed skirts are not having much vogue in Toronto, they are undoubtedly on the way here, for all the London, Paris and New York patterns show the skirt trimmed in some shape or form. So far, we have only got the length of braiding the skirt, but the summer gowns promise flounces and frills and ruffles. A very smart gown, or what an extremely fashionable dressmaker thinks one, is of cashmere, and is ruffled from hem to waist, and each ruffle is bound with velvet. With the muslins and thin washing materials, frills are to be edged with Valenciennes or fine torchon lace.

An old though very pretty way of making a blouse consists of two flounces of lace, the upper one reaching from the throat to the bust, the lower one from the bust to the satin girdle, the back being treated in the same way. The sleeves are made of piece lace and wrinkle over satin. A satin stock and two little pointed revers or tabs of satin sewed into the front of the armhole and turning back upon the sleeve and fastened with a jewelled button make an effective bit of trimming.

"Near silk" is the name of a pretty new silky fabric, manufactured to take the place of genuine silk lining for gowns; it makes a very pretty and effective lining for organdie muslin. And among the new summer dress materials are silk zephyrs, with raised white silk spots. They are very pretty and inexpensive. Spotted and brocaded cotton zephyrs are among the novelties and come in the loveliest delicate shades.

A simple and effective gown is of cashmere in French blue. The skirt is trimmed about the knees with great loops of black velvet. The blouse bodice is trimmed all about with narrow encircling bands of black velvet, which reach to the openings in the front, and are finished off with a loop of velvet and a brass button. This opens over a narrow vest of yellow mousseline de soie, which is soft and loose and is belted with black satin.

A great deal of trimming is lavished on sleeves, and although they fit the arm closely they are fixed up to look a little larger than the arm. Little full frills of lace are sometimes set on, one after the other, an inch apart, from shoulder to wrist, the top being slightly puffed, and the wrist very long—indeed, half covering the hand. Puffed sleeves continue in favor, and they may be as large or as small as desired, and yet be fashionable. A new way is to separate the puffs on sleeves by narrow bands of black ribbon velvet; this is said to be especially effective on cashmere gowns. For stout arms the puffs may run from wrist to shoulder, and be separated by the ribbon velvet.

A beautiful "virot hat" was in white straw, almost veiled with pink chiffon, this again being covered with white tulle; the not very wide brim was split and boldly raised on one side by a long white ostrich, made to rest upon the hair, and the crown was just a bouquet of soft pink roses without foliage. The price of this hat was only one hundred and sixty francs, but as the describer of it remarks: "Think of the elegance bestowed upon its production!"

Katherine Leslie.

THE MINISTER'S DAUGHTER.

By John G. Whittier.

In the minister's morning sermon
He told of the primal fall,
And how henceforth the wrath of God
Rested on each and all.

And how of His will and pleasure,
All souls, save a chosen few,
Were doomed to eternal torture,
And held in the way thereto.

Yet never, by Faith's unreason,
A sunnier soul was tried,
And never the harsh old lesson
A tenderer heart belied.

And after the painful service,
On that pleasant, bright first day,
He walked with his little daughter
Thro' the apple bloom of May.

Sweet in the fresh, green meadow
Sparrow and blackbird sung;
Above him their tinted petals
The blossoming orchards hung.

Around, on the wonderful glory,
The minister looked and smiled:
"How good is the Lord who gives us
These gifts from His hand, my child."

"Behold, in the bloom of apples,
And the violets in the sward,
A hint of the old lost beauty
Of the Garden of the Lord."

Then unspake the little maiden,
Treading on snow and pink,
"Oh! father, these pretty blossoms
Are very wicked, I think.

"Had there been no Garden of Eden,
There had never been a fall,
And if never a tree had blossomed
God would have loved us all."

"Hush, child," the father answered,
"By His decree man fell;
His ways are in clouds and darkness,
But He doeth all things well.

"And whether by His ordaining
To us cometh good or ill,
Joy or pain, or light or shadow,
We must fear and love Him still."

"Oh, I fear Him!" said the daughter,
"And I try to love Him, too;
But I wish He were kind and gentle,
Kind and loving as you!"

The minister groaned in spirit
As the tremulous lips of pain,
And wide, wet eyes uplifted,
Questioned his own in vain.

Bowing his head, he pondered
The words of his little one,
Had he erred in his life-long teachings?
Had he wrong to his Master done?

To what grim and dreadful idol
Had he lent the holiest name?
Did his own heart, loving and human,
The God of his worship shame?

And lo! from the bloom and greenness,
From the tender skies above,
And the face of his little daughter,
He read a lesson of love.

No more as the cloudy terror,
Of Sinai's mount of law,
But as Christ in the Syrian lilies
The vision of God he saw.

And as when in the clefts of Horeb,
Of old was His presence known,
The dread, ineffable glory
Was infinite goodness alone.

Thereafter his hearers noted
In his prayers a tenderer strain,
And never the message of hatred
Burned on his lips again.

And the scoffing tongue was prayerful,
And the blinded eyes found sight,
And hearts, as flint aforetime,
Grew soft in his warmth and light.

From F. H. Torrington, Esq.

We are very much pleased with the Empire typewriter, supplied by you to the Toronto College of Music. It has proved satisfactory in every way. Believe me, yours truly,

(Sgd.) F. H. Torrington.

The Williams Manufacturing Co., Limited, 64 King-street west, Toronto.

F. L. H. Sims, City Agent.

John Weld, London, and Hugh O'Leary, Lindsay, are at the Walker.

Put On Your Thinking-Cap,

And take up the question of Pearline. Do you think it could have reached such an enormous success, if it hadn't possessed every merit that has been claimed for it? Do you think that millions of women would be using it every day, as they do, if they knew of anything like it for washing and cleaning? Do you think it could have grown so rapidly and so wonderfully, if women were not enthusiastic about it, talking of it, urging their friends to use it? Do you think that hundreds of millions of packages could have been used, as they have been, if there were anything that could be said against it?

P. S.—Don't you think you had better try a little Pearline, to your own saving and profit?

MILLIONS NOW USE PEARLINE

THE MONSTER SHOE HOUSE

Two Stores { 210 Yonge St. / 510 Queen St. West.

May 14, 1897.

Saturday Shoe Bargain Day.

The stores will be open to-morrow night till 10 o'clock.

To-morrow you'll reap the benefit of our timely buying—our big buying and our Cash buying.

Knowledge, nerve and unlimited capital allow us to offer you such Bargains as are mentioned below.

Saturday is Guinane's Shoe Bargain Day—it is copied by every shoe dealer in the City—but we're still alone on these prices.

Gentlemen's Dept.

900 pairs of Men's Lace Congress Boots—comprising Shell Cordovan, calf, crup and dongola, all made for this season's trade, coin, needle and opera toes, worth wholesale from $1.75 to $2.50, Saturday Bargain Day $1.00
These shoes are fresh from the factory, fully assorted sizes, 6 to 10.

600 pairs of Men's Calf Lace Boots, in chocolate, wine, tan and black, perfection in fit and finish, sizes 6 to 10, regular wholesale price $2.50, Saturday, Bargain Day. $1.50

Boys—Read This.

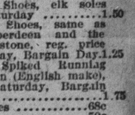
1500 pairs Boys' Lace Boots, sizes 1 to 5, shell cordovan, calf and dongola, latest style of spring footwear, regular retail price $1.75 to $2.50, Saturday Bargain day 95c

Sporting Dept.

Our Sporting Shoes are mostly imported direct from England. To-morrow we offer:
Gentlemen's Bicycle Shoes, elk soles reg. price $2.50, Saturday 1.50
Gentlemen's Bicycle Shoes, same as worn by Lord Aberdeen and the Hon. W. E. Gladstone, reg. price $2.50, special Saturday, Bargain Day 1.25
6-oz. Professional Spiked Running Shoes, worn by Orton (English make), reg. price $2.75, Saturday, Bargain Day 1.75
Workingmen's Shoes 98c
Ladies' Shoes 50c
Boys' School Boots 48c
And hundreds of other bargains equally astonishing, with good clerks to wait on you.

Ladies' Dept.

600 pairs Ladies' Dongola Kid Lace Shoes, patent leather tip, pointed and new coin toe, turn soles, regular wholesale price $1, Saturday, Bargain Day ..... .53



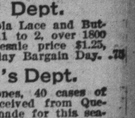
500 pairs Ladies' Vici Kid Oxford Walking Shoes, patent leather trimmings, pointed toe, 3-at 3-sole pound, ular wholesale price $1.35, Saturday Bargain Day ..... .75

600 pairs Ladies' Dongola Buttoned Boots, sizes 2½ to 7, patent leather tip, pointed, opera and needle toes, regular wholesale price $1.35, Saturday Bargain Day ..... .75

Ladies' Tan Oxford Shoes, regular wholesale price 85c, special Saturday Bargain Day ..... .49

500 pairs Ladies' Albani Walking Shoes, perfection in fit and finish, coin and needle toes, regular wholesale price $1, Saturday Bargain Day. .69

The Ladies' Shoes we are offering you to-morrow at almost half the wholesale prices are fresh new goods made for this season's trade, fully assorted, from 2½ to 7 and many of the lines in three widths —B, C, D.



Misses' Dept.

Goat, Calf and Dongola Lace and Buttoned Boots, sizes 11 to 2, over 1800 pairs, regular wholesale price $1.25, to $1.75 pair, Saturday Bargain Day. .75

Children's Dept.

Big day for little ones, 40 cases of Children's Shoes received from Quebec yesterday, all made for this season's trade, dongola, calf and goat, assorted sizes, from 6 to 10, made to be sold from $1 to $1.25, Saturday Bargain Day ..... .60

Special Sale.

Of Boston Calf Boots, "Tough and Trusty."
500 pairs Men's Sizes, 6 to 10 ..... .68
500 pairs Boys' Sizes, 1 to 5 ..... .58
500 pairs Youths' Sizes, 11 to 13 .... .48
These boots are solid leather, coin toes, standard screw, sold by Toronto wholesale jobbers at 95c, 85c and 75c. Our prices to-morrow ...68c, 58c, and 48c

Queen Street Store.

WESTENDERS

Give Guinane his due. Do not listen to the shoe dealers who tell you "Guinane's shoes are inferior to theirs." These same shoe dealers tell us: "Guinane, you have done more to demoralize the shoe trade in this city than all the departmental stores." They tell us: "Shoe prices were all right on Queen-street west before your store was opened. Now, the West Enders want MEN'S BOSTON CALF LACE BOOTS FOR 68c, BOYS' FOR 58c, AND YOUTHS' FOR 48c. You know, Guinane, that we can't buy these shoes for less than 40 per cent. advance on your prices." We can't help that. We're on Queen-street looking after your interests, saving you the "Shylock jobbers'" profits, and we'll stay there as long as you want us. When we cannot save you money we'll close the store. It is to our mutual advantage to have you judge the values offered at 510 Queen-street west.

W. J. GUINANE,

Two Stores { 210 Yonge St. / 510 Queen St. West.