







T. EATON CO. 190 Yonge St. Canada's Greatest Store. Toronto.

A Big Discount!

Every month for years we've been insisting on better goods at lower prices and discounting our own past with every new season. Doing better continually makes the business better and sets the pace for other stores to follow.

Up to Saturday night so far was so good. We closed at 6 as usual, with a satisfactory record of sales and a determination to distribute more goods this week than any six days heretofore.

Here's the emphasis we refer to. These goods go on sale this morning, to remain at the prices until sold:

- Shirt Waists. Ladies' Underwear. Ladies' White Cotton Drawers. Ladies' Gaze Vests. Children's Pinafores. Millinery. Fancy Ribbons. Parasols and Belts. Towels. Sheetings. Men's Summer Coats.

We'd ever chance in the world last week to inaugurate a great "Fire Sale," but we didn't do it. Regular business here is exceptional enough to keep everybody guessing what next without resorting to sensational tactics.

T. EATON CO. 190 YONGE ST., TORONTO.

THE TORONTO WORLD

ONE CENT MORNING PAPER. NO. 21 YONGE STREET, TORONTO.

During the past three or four years there has been a marked increase in the production of Canadian pig iron.

CANADA'S IRON INDUSTRY. The production of Canadian pig iron has increased from 49,444 tons in 1891 to 1,200,000 tons in 1895.

Below is the average tax, customs and excise, per cent, for 10 years, from 1887 to 1896, for several countries.

HOW VOTES MAY BE WASTED. In several constituencies, half-a-dozen at least, the Liberal candidates openly announce themselves as protectionists.

SCARBORO'S CENTENIAL. The 100th anniversary of the settlement of Scarborough is an event which the residents of that township can afford to celebrate with all the enthusiasm they can command.

THE DEADLY HORSE AND THE HOODLUM DRIVER. The frightful death of Francis Brown, the citizen who has lived with in five years of a century, demands an investigation.

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LIKE "BOOTLE'S BABY."

Nobody seems to want the City Surveyor's Department these days. A surveyor's office is a thing of the past.

JOHNSON'S AWFUL DEATH. A terrible accident occurred on Saturday at the Six Nations Reserve.

THEATRE FIRE. It is reported that an investigation will be made into the fire at the Theatre Royal.

AN IMMENSE FUNERAL. The remains of Ex-Lieut. Governor Macdougall will be buried in the city.

ROYAL TORONTO RACE. The first race in the 16-foot steeple chase will be held on Saturday afternoon.

NATIONAL YACHT AND SKIFF CLUB. An exciting and interesting race between the 18 and 20-foot boats of the National Yacht and Skiff Club will be held on Saturday.

WALLACE AT SMITH'S FALLS. The Ex-Controller speaks in Mr. Ferguson's interests in South Lanark.

EXEMPTION SCHOLARSHIPS. The Board of Governors of McGill decided to abolish them.

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THE SLATER SHOE

Spending a Fortune To Sell a Million Shoes. That's what we can afford to do when we spend the fortune in selling the first 100,000 shoes.

GUINANE BROTHERS' King Street Store, 89 King Street West.

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Millions NOW USE Pearlinae by the company it has to keep.



