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THE TORONTO WORLD SATURDAY MORNTNE SEPTEMBER E 1896

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THE TORONTO WORLD. SATURDAY SEPTEMBER \& 1896






## Bigger Than Ever!

## Better Than Ever!

## CANADA'S GREATEST STORE

Facts for Strangers!
This store closes every day in the week at 6 o'clock. That includes Sat-
urdays. We don't keep open evenings. urdays. We don't keep open evenings.
This store is vastly bigger than any other store in Canada-employs more eeopie, sells more goods, covere different kinds of merchandise.
This store faces on all four sides of the block, with public entrances on Queen and Yonge streets and freight
intrances on James and Albert streets. ntrances on James and Albert streets.
This store is bigger inside than it is out, representing a village of busy people under one roof. A trip through the different departments covers the ground of a day's journey. Over 1,500 employees, remember, and floor space This store has every convenience for shoppers, and welcomes strangers to come and see.

Bundles and parcels, satchels and overcoats checked free of charge. Places to write letters and meet friends, and transfer cards for the convenience of goods all over the store.
Be sure you get into the right store
Main entrance, 190 Yonge street.


Facts for Strangers!
From 1,200 to 1,500 employees, From 1,200 to 1,500 employees,
according to the season, making the accords o the largest store organization in Canada. A manufacturing department in running by electric power at the rate of running by electric power at the rate partment we employ 400 persons, and partment we employ 400 persons, and turn out 2,400 complete garments day, all of wh
A special waggon from our own A special waggon from our own
farm leaves every morning with fresh milk, cream and butter for our Dairy Lunch Room in the basement of 190 Yonge street, capable of accommodating 3,000 people a day A delivery system consisting of 73
horses and 41 waggons, covering the horses and 41 wagons, covering the of 10 miles at regular intervals,
Three boilers, with 600 horsepower, and six handsome engines,
aggregating 650 horse-power, consumaggregating 650 horse-power, consum
ing about 2,000 tons of coal per year. ing about 2,000 tons of coal per year.
Twelve hydraulic elevators, driven by two pair steam pumps, with a capa-
city of $3,000,000$ gallons of water a dayy
This business is the focus for all eyes all over Canada. No other store, no other organization in the length and breadth of the Dominion, stands out with such prominence, or emphasizes so thoroughly the modern spirit of enterprise. The big stores of London, Paris and Berlin don't begin to have the facilities and improvements that we enjoy for doing things quickly and well, and nowhere in Canada is there the equal of this business in proportion to population. Big additions have just been completed that give us over two acres of extra room, and the store service will surprise those who take the trouble to come and see.

We might talk of "supremacy" and speak of this as a "remarkable triumph" and a "wonderful revelation," but simple statements of fact are what we prefer. The store is an open book, and what you see with your own eyes you're almost sure to believe. Such room and light, such stocks and facilities are way beyond the expectations of those who haven't been to see, and the special attractions are more numerous than any time in the past. The wonder ful growth of the business this year is illustrated by the three new extensions:


As the store stands to-day it is thoroughly up-to-date with nothing overlooked that can add in any way to the comfort and convenience of shoppersi: The range of stocks includes everything that sells well together for every use and taste. Every possible courtesy is extended to visitors and every possible safeguard surrounds business here. The special points of interest just now are where new goods and novelties are on dress parade. That takes account of such stocks as these

| New Dress Goods. <br> -Fancy Dress Tweeds- <br> -Colored Serges and Henriettas- <br> -Florentine and Navy Blue Serges <br> -Black Mourning Dress Goods- <br> -Black Alpacas and Sicilians- |  |  | New Millinery. <br> -Ladies' Pattern Hats and Bonnets- <br> -Ladies' \& Children's Untrim'd Hats <br> -Children's Silk Caps and Hoods- <br> - Birds' Wings, Feathers and Ospreys <br> -Ribbons, Velvets and Flowers- | New Gloves. -Ladies' and Misses' Kid Gloves- <br> -Ladies' Evening Silk Gloves- <br> - Men's Lined and Unlined Gloves- <br> -Ladies' and Misses' Ringwood Gloves <br> -Boys' and Misses' Kid Gloves- | New Furs. <br> -Ladies' Seal \& Persian Lamb Jackets -Iadies' Astrachan Mantles and Capes -Ladies'Beaver Muffs and Gauntlets- <br> -Men's Persian Lamb Overcoats- <br> -Men's and Children's Caps- | -Men's Ulisters, Coats and Waterproot <br> -Sacque, Cutamay, Suits- <br> -Boys' Overcoats and Uhtere- <br> -Boys' and Children's Srits and Cont <br> -Men's Pants and Dreasing Gסime |
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That says nothing about the Housefurnishings on the upper floors, nothing about the Novelties and Housekeeping Helps in the Basement. Impossible to tell of everything in the limits of newspaper space. We want you to see all there is to see: Everybody welcome whether you care to buy anything or not.
T. EATON CO

MAIN ENTRANOE-190 YONGE BTREET, TORONTO.

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