

T. EATON CO. LIMITED Canada's Greatest Store. Toronto. 180 Yonge St.

The Christmas Idea.

The store follows the leadership of childhood and adds to the enthusiasm of Christmas. The first floor is like a glimpse of Fairyland for the youngster, and everybody is interested in the one great store that commands the trade in Holiday goods.

Handsomeness Furs:

Nothing more welcome as a usual thing, and nothing more certain than the excellence of this stock. Exactly the Furs and styles that fashion calls for, and no need to run into money far unless you please.

Sensible Gifts!

The gifts that bear most of the giving spirit are gifts of value, gifts of use—Pictures for instance. Results of the finest art work are here at little more than the cost of the frame.

Holiday Books:

If in doubt, give Books. There's nothing safer if you choose right, and with such a stock as this to choose from you run no risk.

Specials for Thursday:

- Ladies' jackets in clerical grey covert coating, double-breasted front, piped velvet sleeves, fashionable length, all latest New York garments, sizes 38 to 42, usually sold at \$12, on sale Thursday at \$8.50.

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

THE LORNE DANCE. A Very Delightful Social Affair at the Confederation Building. The Lorne Football Club held their annual ball in the large room of the Confederation Life building yesterday evening, and it proved an immense success.

THE TORONTO WORLD

Business Office 1274. Editorial Rooms 223. ONE-CENT MORNING PAPER. SUBSCRIPTIONS: Daily (without Sunday) by the year \$3.00

PROTECTION IN EUROPE

The theory of free trade appears to be meeting with disfavour and mistrust in Europe. Recently the French Chambers adopted legislation in wheat for the purpose of assisting the foreign wheat grower.

ONE HUNDRED HOURS TO LIVERPOOL

There are several things I would like to do, and to be instrumental in doing them would be to wait too long for the opportunity.

PROVINCIAL FAIR STOCK SHOW

The Twelfth Annual Exhibition in Progress. Guelph, Ont., Dec. 10.—The twelfth annual provincial fair stock show opened here today.

LADIES TAKE NOTICE

An interesting lecture to women free in Confederation Life Building, Wednesday, Dec. 11, 9.30 p.m.

GOVERNMENT INSPECTOR FOX ORDERS A NUMBER OF SWINE TO BE DESTROYED

Windsor, Ont., Dec. 10.—C. G. Fox, Government Inspector of swine, is so strongly of the opinion that the disease which the swine in Gosport, South Ontario, are suffering from is hog cholera, that he has ordered Wellington Bruner to kill all the swine in the town.

HAWAIIAN POLITICAL PRISONERS RELEASED

Honolulu, Dec. 10.—The Hawaiian Government celebrated Thanksgiving by releasing political prisoners in jail.

THE TRIUMPH OF LOVE!

A Happy, Fruitful MARRIAGE! EVERY MAN who KNOWS THE GRAND TRUTHS of the Bible, and who is desirous of securing a wife, should write for our wonderful Little Book, called "THE TRIUMPH OF LOVE!"

THE SLATER SHOE

The Slater Slipless Shoe. Sole of rubber, leather and Dolgo. Never slip—tough and absorbent. The upper of water-proofed, oil dressed, tan colored, Harvard calf or black aluminum crackle calf, GOODYEAR WELT—lightweight, stylish and warm.

FOUR SAILORS DROWNED

Sixteen Men From a Fishing Schooner Were Out in Boat—Only 12 Returned. Boston, Dec. 10.—The fishing schooner Ethel Maud of Boston, which came from Georges-bay reports that four of the crew were lost on the trip.

PEOPLE BLAME US

Because we sold out our 15-cent (3) First-class tickets, we were surely their fault, not ours. We had 5 gross, and they were all sold by 9.30 a.m.

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The Grand New Store

Opened

Just took fourteen weeks and five days to get here. People doubted, sceptical friends laughed when we said: "Ready first week in December." But, thanks to the enterprise and energy of our architects and contractors, we are now occupying the ground floor and gallery of our new store.

During this short time we haven't been idle. What planning, thinking, designing, aye, dreaming, our clothes architects have had. And now, as the result of their labors, we have the finest clothing stock in Canada—all our own build.

Owing to the lateness of the season in occupying our new premises, we find we have over 1200 Overcoats which we are compelled to clear out within the next two weeks. To accomplish this we will have to crowd six weeks' selling into two. And here's how we'll do it: Commencing Thursday morning, at 8 o'clock, we place our entire stock of Overcoats on sale. Every garment will be red-tagged, with reduced price marked in plain figures.

We promise the Greatest Bargains in High-Class Clothing ever offered by any firm in America.

Price Lists in Wednesday's Papers. Watch for them. There's Money in it.

Plamieson THE ROUNDED CORNER.

Yonge and Queen-Streets.

Gas Fixture EVERY Xmas Sale DISHONEST THOUGHT

It has its everlasting reward. If you are Conspicuous, Dyspeptic, or crippled with Rheumatism, be honest with yourself and give St. Leon Water a trial. It never has failed to cure those troubles. Doctors prescribe it. The proprietors guarantee it.

R. H. Lear & Co. BRASS and IRON BEDS

The largest stock in Canada at lowest prices. All best English goods.

SCHOMBERG FURNITURE CO.

Announce the completion of their Holiday Stock. Write for our Holiday List and Complete Catalogue. We would suggest an early selection—it would be a source of mutual gratification.

FLEMING H. REVELL COMPANY BOOKSELLERS

Announce the completion of their Holiday Stock. Write for our Holiday List and Complete Catalogue. We would suggest an early selection—it would be a source of mutual gratification.

THE HAMMING BROS. CO.

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