

T. EATON CO. LIMITED
190 Yonge St. Canada's Greatest Store. Toronto.
YONGE AND QUEEN STREETS, September 25, 1896.

The Rush for Millinery!

For two weeks we've had a decidedly interesting trade in Millinery. The triumph of other seasons has been discounted at the start, and the crowds have been more persistent than we ever remember.

- Quills, three in a bunch, all colors, for .28
Black Paradise Feathers, imitation, each .29
New Velvet Roses, six in a bunch, for .25
New Velvet Foliage, per bunch .65
Black Parrots, two in a bunch, for .50
Colored Parrots, natural size, each .75
Chiffons, double widths, in all the leading shades .75
Long Real Cogue Finnes, natural shades, rich and effective .75
Silk Millinery Velvets, in all the leading shades, per yard .69
Felt Togues, turbans, with bound velvet edges .59
Ladies' Trimmed Felt Sailors, each, from .79
New Felt Dress Shapes, with high and medium crowns, at .79
New Felt Walking Hats, the latest New York styles, trimmed and ready to wear, from .79
Black Ostrich Boas, direct importations from Paris, just received, each, from 5.00

The Millinery workroom is quite a feature of the business. Clever Milliners are ready to trim Hats and Bonnets to order and do good work. Never any question on that score. You can absolutely depend on good work.

Crowds After Housefurnishings!

A good many people seem to remember what we said the other day about the second floor. The response was quick, and business has jumped ahead as if by magic.

- 450 Yards Heavy Wool Carpet, 36 inches wide, with cotton warp, new, reversible patterns and good colors, regular price 85c a yard. On sale Saturday at .55
150 Yards 9-warp Turkey Carpet, in new designs and colors, suitable for any style of room, regular price 60c and 65c a yard. On sale Saturday at .45
280 Yards Heavy Scotch Linoleum, 72 inches wide, floral designs, regular price 90c and 81 per square yard. On sale Saturday at .65
2,500 Rolls Wall Paper, in conventional designs and new colors, suitable for dining rooms, sitting rooms, bedrooms, etc., usually sold at 8c and 10c a single roll. On sale Saturday at .4
500 Yards French Cretonnes, 30 inches wide, in a variety of new combination colorings, suitable for curtains or for upholstery, regular price 75c a yard. On sale Saturday at .25
1,000 Yards Bordered Art Muslins, 45 inches wide, new patterns and colors, regular price 15c a yard. Saturday .10
1,600 Curtains Poles, 1 1/2 inch by 6 feet, polished in ebony, mahogany, walnut, oak or ash, complete with fancy brass trimmings and sustain pins, regular price 30c each. On sale Saturday for .17

The Housefurnishing side of this business gets more and more interesting right along. Everything you can think of in the range of home comforts, and more for your money than we ever remember. Take elevators to the second floor and make yourself perfectly at home up there.

More About Staples!

- Black All-wool Grey Campbellford Flannels, fine finish, thoroughly washed and guaranteed absolutely pure. Special per yard .30
Black Best Navy Blue Campbellford Flannels, in plain and twills. Special per yard .30
Black Best Quality Campbellford Blue Flannels, in plain and twills. Special per yard .25
Black Fine Wool Grey Flannels, plain and twills, pure soft finish, in light and dark greys. Special per yard at .15

We always prefer to have people come and see just what we are doing, but those who can't get here have the facilities of a big mail order system at their command. Send your name and address for a copy of our Fall Catalogue.

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

THE TORONTO WORLD
ONE CENT MORNING PAPER
No. 85 YONGE STREET, TORONTO.
Branch Office: No. 12 Arcade, Hamilton.
H. E. Squires, Agent.
TELEPHONES:
Business Office—1731.
Editorial Rooms—523.

ALL BOOMING ROSSLAND.
A South African Gold Expert Gives a Glowing Account of British Columbia's Future.

Montreal, Sept. 24.—(Special.)—Mr. James V. Gardner, late of the South African gold fields, but who is now interested in Rossland, in the city. He states that, since the great gold finds of California in 1849, the trend of discovery has always been toward the north, and adds that the last find in Trail, Slovan and Lardeau is the greatest of the continent.

THE INTERMENT AT GALT.
Galt, Ont., Sept. 24.—The funeral of the late Senator Ferguson of Toronto took place here this afternoon at Trinity Church cemetery.

SENATOR FERGUSON'S BURIAL.
The remains of the well-known Canadian Were Laid at Rest at Galt Yesterday—His Career.

SENATOR FERGUSON'S CAREER.
Hon. John Ferguson was descended from an old Irish family of Scotch extraction. As early as 1800, James Ferguson, a younger son of the family, came to the County of Donegal, Ireland, where he settled.

THE CHURCH CONFERENCE.
The Bishop of Toronto is to be congratulated on the success of the diocesan conference. It is not the province of the secular press to deal with a meeting of this kind from the church's point of view.

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Philip Jamieson, Canada's Greatest Clothier.

HAT SPECIALS

- Derby Hats
Fedora Hats
Silk-Lined Crushers
The Hats you want, the Choicest Productions, the latest and most Approved Style, the Newest Shades, all Pure Fur Felt.

Your appreciation of our Hat goods is constantly building our Hat business bigger, consequently helping us to make such Hat selling possible.

PHILIP JAMIESON The Rounded Corner, Queen and Yonge-streets.

THE QUEEN'S THANKS.

Mayor Fleming was Recognized by Her Majesty's Private Secretary—City Water—General City News.

THE PROPERTY COMMITTEE met yesterday afternoon, Ald. Burns occupying the chair. In reference to the Sankey lot on the Island, the former recommendation concerning which had been referred back, it was ordered that the Assessment Commissioner make a new valuation.

A communication was received from the City Solicitor notifying the committee that John Halliday, No. 68, and that Edward Hamilton and E. R. C. Clark had been charged with the offence of being in possession of a quantity of arms.

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MAIL ORDERS are carefully attended to—same day as received.

A Suit

needn't cost much to be stylish and becoming. The style goes free with all our clothes, you pay only for the materials, trimming and work.

It will pay you to see our Men's \$10.00 Suits. You would, most likely, guess the price to be half as much again.

OAK HALL CLOTHIERS,

115 to 121 King-street East, TORONTO.

Newest Designs

In patent self lace Boots and Shoes or Congress for evening wear. Men's patent leather Dressing Pump, made on new lasts, that do not slip off.

DOUBLE FALL SOLES FOR WEAR

In ENAMEL SUITABLE BOX CALF SUITABLE OX BLOOD PRICES RIDING BOOTS AND TOPS ALWAYS IN STOCK.

H. & C. Blachford 85 to 89 King-street East.

MISS BOOTH

Gen. Booth's daughter, WILL LEAD SPECIAL MEETINGS NEXT SUNDAY AND MONDAY in the Albert-street.

Come Now!

Keep your horse warm. Secure your Blankets at once. All Prices. See Rugs also. Come and see. Kneec is believing.

Greatest Value in Canada

GEO. LUGSDIN & CO. 115 Yonge-street.

Right in the face

of all these old prejudices and false ideas in favor of soap, see what Pearlina has done. Hundreds of millions of packages have been used! That shows it.

Probably there never was another household article that came into general use so rapidly, so wonderfully, and from the very start, too.

You see, women were ready for it. Most of them were tired to death of wasting their time and strength and money with needless and ruinous rubbing. It hasn't taken them long to prove to themselves that Pearlina is easiest, quickest, safest, most economical, in all washing and cleaning. Every woman can prove it.

PEARLINE

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