

Canada's Greatest Store.



This store appeals to intelligence. In a thousand ways it emphasizes the possibilities of business and sharpens the eyes of shoppers. It wins because there's a principle in the winning. It grows because of honest liberal dealing and manners.

What we started to do twenty years back was a revelation. Common store dealing was driving customers away, and we got them. Honesty had lapsed into "the average practice" and manners were shallow. There was a chance for some one, and we took the chance. That meant a vastly different behavior than store politeness.

What we're doing now is a revolution. More goods sold, more dollars counted, more selling space, more facilities, more energy, and more enterprise than ever before. People wonder "what next," but the pace has only just begun. It's enough to know now that there's more liberality in trade, and that stores are being controlled more and more by well-held principles.

THE **T. EATON CO.** LIMITED

Main Entrance:

190 YONGE STREET, - - - TORONTO.