

Dry Goods. Millinery. Clothing. Shoes. Groceries. Drugs. Books. Medicines. Housefurnishings.

**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 Saturdays. We don't keep open evenings.

This store is vastly bigger than any other store in Canada—employs more people, sells more goods, covers more selling space and handles more different kinds of merchandise.

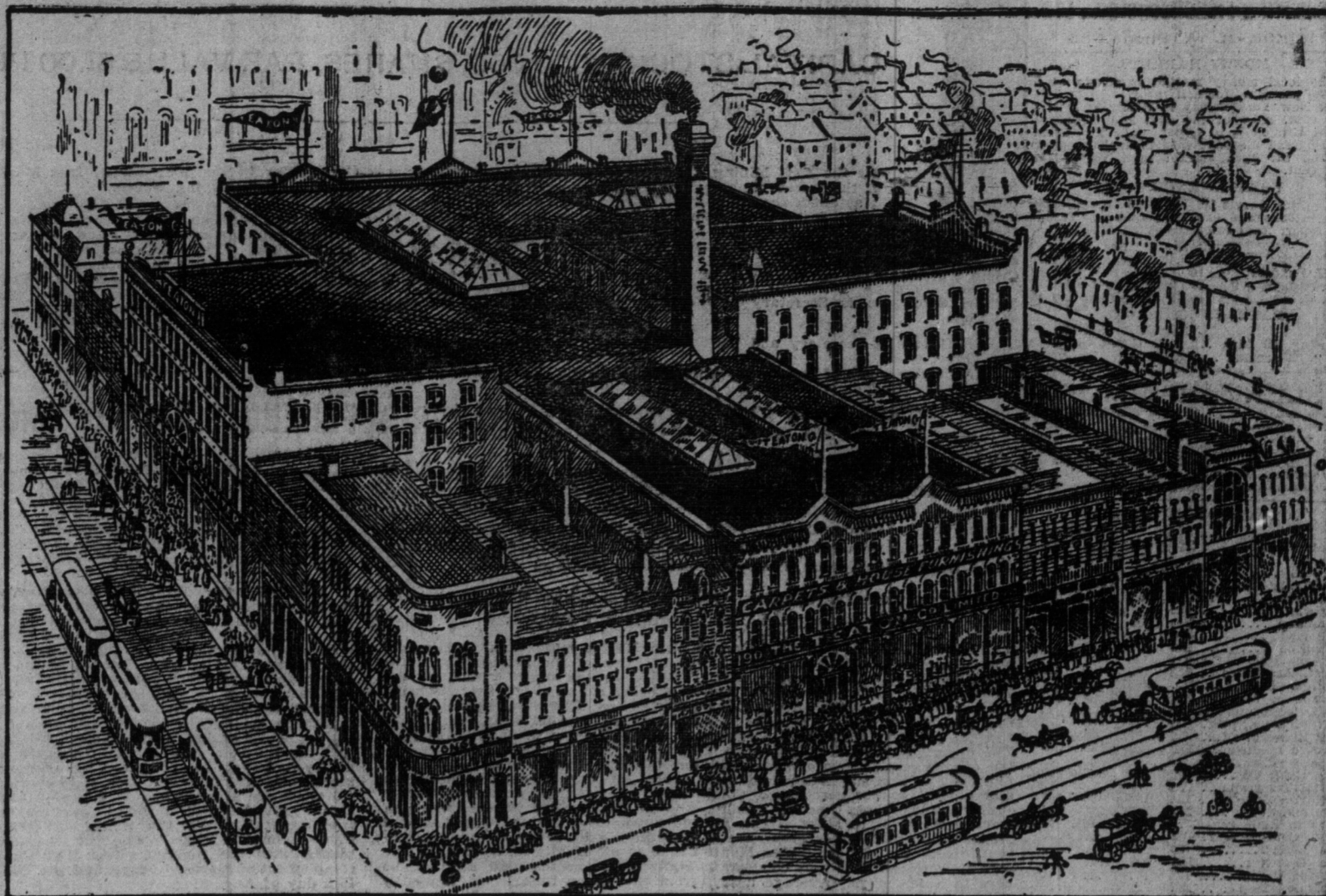
This store faces on all four sides of the block, with public entrances on Queen and Yonge streets and freight entrances on James and Albert streets.

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 that actually figures over seven acres.

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 country customers who want to buy 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, according to the season, making the largest store organization in Canada.

A manufacturing department in which we use 310 sewing machines, running by electric power at the rate of 1,800 stitches per minute. In this department we employ 400 persons, and turn out 2,400 complete garments every day, all of which are sold in our own departments.

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.

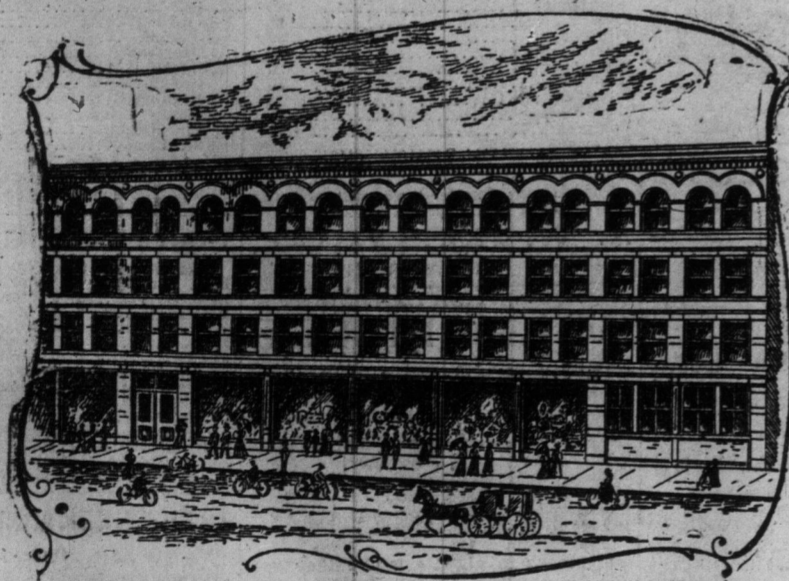
A delivery system consisting of 73 horses and 41 waggons, covering the entire city and vicinity within a radius of 10 miles at regular intervals.

Three boilers, with 600 horse-power, and six handsome engines, aggregating 650 horse-power, consuming about 2,000 tons of coal per year.

Twelve hydraulic elevators, driven by two pair steam pumps, with a capacity of 3,000,000 gallons of water a day.

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 wonderful growth of the business this year is illustrated by the three new extensions:



Showing New Addition on James Street.



Showing New Addition on Queen Street.



Showing New Building cor. James and Albert Streets.

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 shoppers. 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.	New Silks.	New Mantles.	New Millinery.	New Gloves.	New Furs.	New Clothing.
—Fancy Dress Tweeds—	—Blouse and Waist Silks—	—Ladies' and Misses' Jackets—	—Ladies' Pattern Hats and Bonnets—	—Ladies' and Misses' Kid Gloves—	—Ladies' Seal & Persian Lamb Jackets—	—Men's Ulsters, Coats and Waterproofs—
—Colored Serges and Henriettas—	—Surahs and Taffetas—	—Ladies' Cloth and Plush Capes—	—Ladies' & Children's Untrim'd Hats—	—Ladies' Evening Silk Gloves—	—Ladies' Astrachan Mantles and Capes—	—Sacsque, Cutaway, Suits—
—Florentine and Navy Blue Serges—	—Shanghais and Pongees—	—Ladies' Fur-lined Capes and Cloaks—	—Children's Silk Caps and Hoods—	—Men's Lined and Unlined Gloves—	—Ladies' Beaver Muffs and Gauntlets—	—Boys' Overcoats and Ulsters—
—Black Mourning Dress Goods—	—Fancy Dresdens and Satin Broches—	—Ladies' Costumes and Wrappers—	—Birds' Wings, Feathers and Ospreys—	—Ladies' and Misses' Ringwood Gloves—	—Men's Persian Lamb Overcoats—	—Boys' and Children's Suits and Coats—
—Black Alpaca and Sicilians—	—Velvet and Plushes—	—Children's Ulsters, Reefers & Jackets—	—Ribbons, Velvets and Flowers—	—Boys' and Misses' Kid Gloves—	—Men's and Children's Caps—	—Men's Pants and Dressing Gowns—

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.

# THE T. EATON CO., LIMITED.

MAIN ENTRANCE—190 YONGE STREET, TORONTO.

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