

# “Cash and One Price.”

A REMARKABLE feature of this store's development is that it sells strictly for cash. There are great businesses that confess themselves unable to adhere strictly to the cash principle. But we do it, and when we do a thing we do it thoroughly. Everybody pays cash here, and everybody saves the difference between cash and credit prices.

That's enough to remind you that “cash and one price” is still flying at the masthead. Good people need reminding sometimes.

Every sort of merchandise from every sort of kingdom appeals here to your eyes and purse—to your wisdom, we hope, just as strongly. With December, holiday goods gain the ascendancy. The newness 'll more than hold its own with anything in the past. More for your money, too—let that thought stick.

There's almost nowhere the country over where beautiful effects produce themselves as in the great upholstery section on the second floor. Not upholsteries alone, but furniture, wall papers, pictures—a really fine showing of each. A careful study of recent additions cultivates taste in home beautifying.

Money—that is, much money—does not enter into the calculation. Goods were never cheaper; qualities never better. What's wanted 'is sense enough to seek art counsel in the furnishing. We will show everything in stock if you've the time and patience to look through it all.

A grand collection of oddities in bamboo ware 'll interest those who haven't much money. The quicker you see the better you will buy.

We are taking care of the mail order business to everybody's satisfaction. It used to be an uncommon occurrence to shop by mail. People had to get acquainted with this system of filling orders, and learn to have full confidence in our ability to do as we say. To-day we have earned the good-will of thousands of out-of-town customers in every section whom we serve regularly by mail.

Price lists and detailed information upon application and samples sent.

Weather prophets claim that we're going to have a long, steady winter. That's an advertisement for our mantle section. We're ready for any amount of trade in Newmarkets, Jackets and Wraps. Our over-garment education has all been in one direction. We want judicious people, who look at the workmanship outside and in, and not at the clatter about. We want people who know better than to expect a \$20 wrap for \$3, no matter how plausible the story. They'll find our reliable makes a refuge from poor goods at high prices bewilderingly reduced.

A detailed price list is revised each month for those who want to know the trend of values in fine dry goods—gloves and hosiery, embroideries and laces. These staple stocks hold the key to a vast amount of trade in other departments, knowing that we are not likely to lose sight of your interests in conjunction with our own.

Trade increase is quite perceptible among flannels, blankets and knitted underwear. December is the wearing time for cold weather stuffs, and as occasion demands we're alive to the opportunity of selling the best for little enough.

A very good assortment of books—education, adventure, fiction, biography, religion. True, they look better in a quieter place, but they cost more money in a store with nobody in it. You've found that out with other things besides books.

It was a reform of the most radical kind when our one-price, lowest price and market price system included standard literature. Look back a few years only, and compare present book prices with those. For that matter compare with what others charge to-day.

Yes, we do pay especial concern to what young men want. Yet we don't neglect the sorts for older, graver folks—those who give less care to nobbiness in their clothing. We leave the beaten ruts of what is usual in ready-made suits and overcoats, and strike out to fit almost everybody at a minimum of expense. The result is that trade shows surprising increase.

THE T. EATON COMPANY, LIMITED

190 YONGE STREET

TORONTO, ONT.