

Canada's Greatest Store.

THIS STORE is one of the biggest on the Continent. People coming to Toronto from out of town will make a serious mistake to ignore it. We don't ask you to spend a penny here. The many rich displays, the wide range of different stocks and all the conveniences are for *your* benefit as much as anyone. The simple matter of the fact is: *This is the largest store in Canada*, and every man and woman should visit it, if only to see what it looks like.

Step down into the basement. Take an elevator to the upper floors. Investigate every nook and corner of the building. Make yourself at home here. The appointments of the store include :

- A lunch room in the basement.
- The Grinnell System of fire protection.
- A pneumatic system for handling cash.
- A waiting gallery for tired shoppers.
- Our own system of lighting by electricity.
- Quick elevators conveniently located.
- Facilities for mailing letters and sending telegrams.

The service is perfect ; the stocks are numerous. We deal in all sorts of things that go well together—things to wear, things to live with, and merchandise of every class from all quarters of the universe. The business is big enough to deal in most everything the people need, including :

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| —Books | —Curtains | —Clothing |
| —Teas | —China | —Furniture |
| —Watches | —Lamps | —Wall Paper |
| —Shoes | —Bicycles | —Draperies |
| —Furs | —Candies | —Glassware |
| —Carpets | —Jewellery | —Tinware. |
| —Pictures | —Medicines | |

Easier to tell what isn't here than what is. So much that's new, novel and interesting. A trip through the store covers the ground of a day's journey. Think of a building big enough to lose a thousand shoppers in! You can wander up and down the broad aisles among three-score different departments, and yet the store keeps growing—constantly enlarging its interests.

Those who can't come and see us can *shop by mail*, and get whatever they send for. A postal card is enough to bring all the facilities of the store to your home just as much as though the store was itself in your town. We have clerks whose whole business it is to consider the wants and wishes of out-of-town shoppers, and be eyes, head, hands and feet for them ; and samples of any kind of mailable merchandise can be had for the asking. Think of a clerk—educated to know fashion changes, merchandise, qualities, styles and colors, being at your beck and call whenever you wish—that's shopping by mail. You can save no end of money if you only care to give the system a trial.

The **T. EATON CO.** Limited

190 YONGE STREET, TORONTO, ONT.