

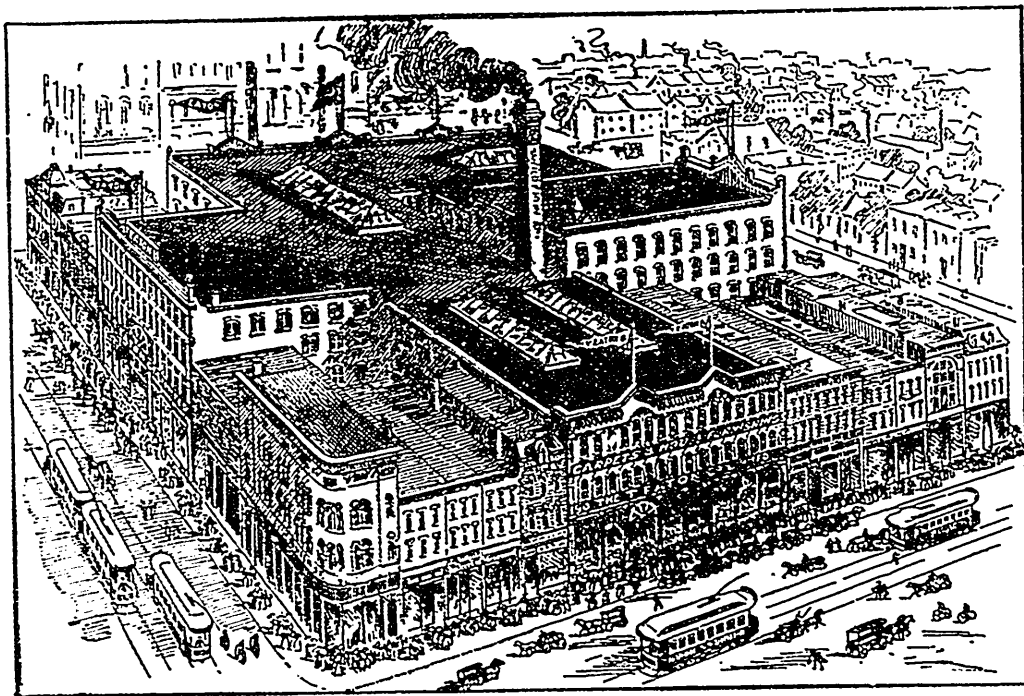
# Canada's Greatest Store

THE additions and improvements made this year easily discount everything in the past. A big new extension has been built on Queen Street, running through to James, with a new storey added to nearly the entire store. At the corner of James and Albert Streets a new five-storey building gives us extra room, and altogether we're  $2\frac{1}{4}$  acres better off than we were. That means exactly what it says:

**$2\frac{1}{4}$  Acres of Extra Space  
Added this year.**

Everything has been enlarged and improved, even to the delivery system. You can get a better idea of the vast stride ahead by these matter-of-fact statements:

|                               |       |                  |
|-------------------------------|-------|------------------|
| <i>Drug Department</i>        | - - - | <i>Enlarged!</i> |
| <i>Grocery Department</i>     | - - - | <i>Enlarged!</i> |
| <i>Clothing Department</i>    | - - - | <i>Enlarged!</i> |
| <i>Dress Goods Department</i> | - - - | <i>Enlarged!</i> |
| <i>Cloak Department</i>       | - - - | <i>Enlarged!</i> |
| <i>Shoe Section</i>           | - - - | <i>Enlarged!</i> |
| <i>Furniture Section</i>      | - - - | <i>Enlarged!</i> |



General View of Store Facing on Four Streets.

Enough room there for a dozen ordinary stores and yet none too much for the business we're doing.

Other improvements just completed include:

—New Elevators!

—New Machinery!

—New Fire Protection!

—New Show Windows!

and new facilities of every sort to make the store service more prompt and the store system more perfect.

Such a wondrous success would make us ashamed of incompleteness in anything. Our notion is that we've a store that should draw trade from the whole of the country, and we've that notion because we have facilities for serving customers near and far. The business is the biggest—absolutely and emphatically the biggest anywhere in Canada, and the doubling almost of our capacity is a splendid record for the year.

THE **T. EATON CO.** LIMITED

MAIN ENTRANCE,

**190 YONGE STREET, - - - TORONTO.**