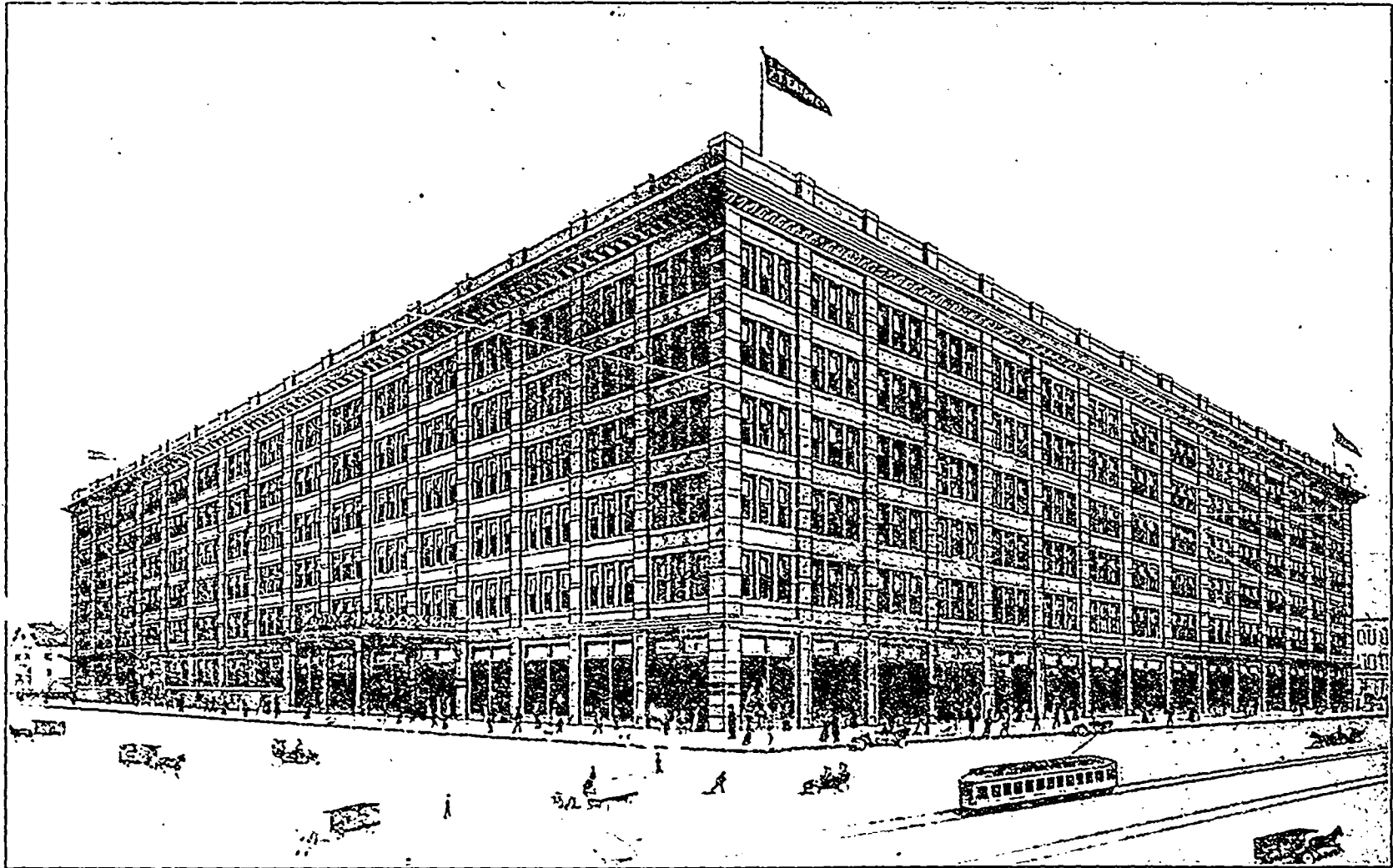


# A Feature of Winnipeg is its Big Store--EATON'S



**T**HE sights of the big Store are always of supreme interest to visitors. The army of cheerful salespeople, the piles and piles of orderly arranged merchandise, the miles and miles of cash tubing, the acres and acres of floor space, and the smooth working store system that operates without a hitch. Such curiosity we take as an expression of public confidence, a confidence which this store values above money. We throw the doors wide open. Look around to your heart's content. No one will object. You'll prove that this store is all that you expect it to be--and more.

**THE T. EATON CO. LIMITED**  
PORTAGE AVE., WINNIPEG

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