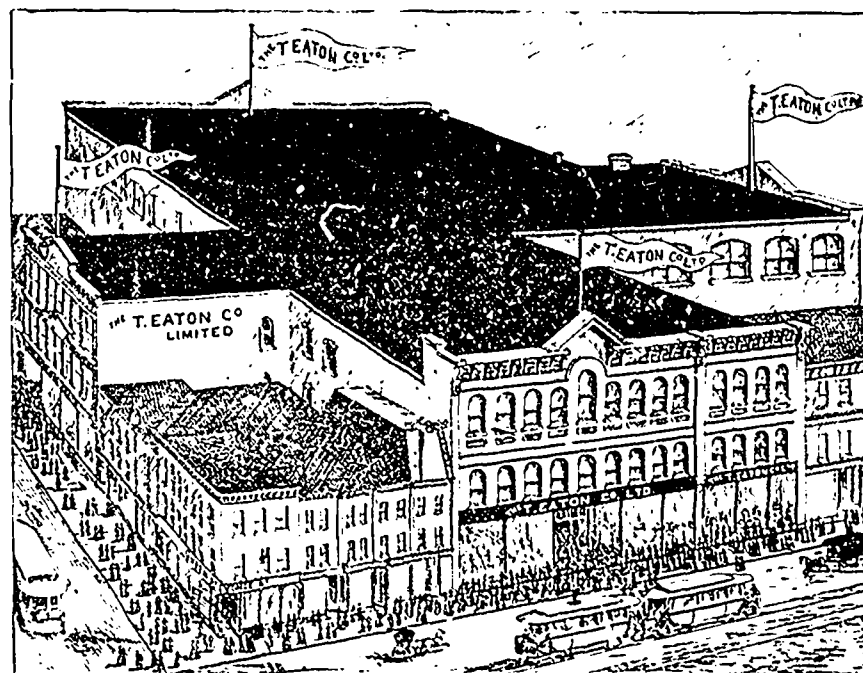


CANADA'S BIGGEST STORE!



THIS STORE appeals to shoppers of every circumstance. It deals in merchandise of all kinds that go well together, including **Dry Goods** and **Carpets, Shoes** and **Clothing, Furniture** and **House-furnishings, Books** and **Bicycles.** It represents nearly four acres of selling space, with employees ranging from 750 to 1200, according to the season. It is the most remarkable success in the history of Canadian commerce. Nothing to equal it anywhere in the Dominion.

Trade is growing all the time in this unpretentious building. Each season outstrip the past. The Store is big-facing on four streets—but every inch of room is needed and every dollar's worth of stock is bright and new. Success comes to us as a matter of course. Every condition warrants it.

Here is the method: "Cash, one price and that always the lowest." We began with it years ago, when nobody sold for cash; when nobody marked the price on anything and expected to get it; when trade meant bartering and jockeying and asking two prices in order to get one. It was a new method, but you rather liked the pluck that asked one price and stuck to it. It succeeded because you saw the fairness of it.

We did not make much money at first, but we made a name—got a reputation for fair dealing. People called us obliging. You found us looking to your interests as well as to our own, and we found we could afford it. It paid. We deprecated shop manners; snubbed the independent "take it or leave it" method, and tried to be most generous in liberal dealing. We did ourselves a permanent service by adding hundreds to the daily crowd and thousands to the yearly trade.

That's the basis of continued activity at **190 Yonge Street.** We see no reason, with success meeting us at every turn, to depart from the old way. Your interests on a par with ours! Your good-will part of our profit! Is it any wonder the store keeps growing?

THE **T. EATON CO., LIMITED,**
190 YONGE STREET, TORONTO.