

them. The next step was from loom to wearer. This meant our own manufacturing, so another large building was added and equipped with the best machinery available, including 1,040 sewing machines; some running at the rate of 4,000 stitches a minute, now making 6,000 garments daily for sale only in the store; and thus goods were improved as well as losses cut out and the savings were applied to the prices. But could the prices be seen? Not when the "Home-Comers" went from home. At that time it might have been considered impertinent for the public to pry into prices. They were a matter of private conversation between buyer and seller. Price depended upon the customer. The T. Eaton Co. threw a bomb shell into shopping circles by boldly marking the prices on

As the

Watch Business

is a special feature of ours we should suggest that the *correct time* to buy a watch is when you are in our store.

Main Floor, Yonge St. Entrance

The Irish Linen Handkerchiefs

to which we call your attention were made in Ireland from linen woven in Ireland, from thread spun in Ireland, from flax grown in Ireland, and that's why we call them *Irish*.

Main Floor

To Some Home-Comers

we would suggest *American Beauty* Rose and *Canada* Bouquet as being delightfully appropriate Perfumes for this festival occasion.

Main Floor, Yonge St. Entrance

Ours is the Largest Ribbon Department in the World.

Just think of what good value must be given to induce the public to keep about 50 *subscribing* busy selling nothing but ribbon.

Main Floor, Yonge St. Entrance