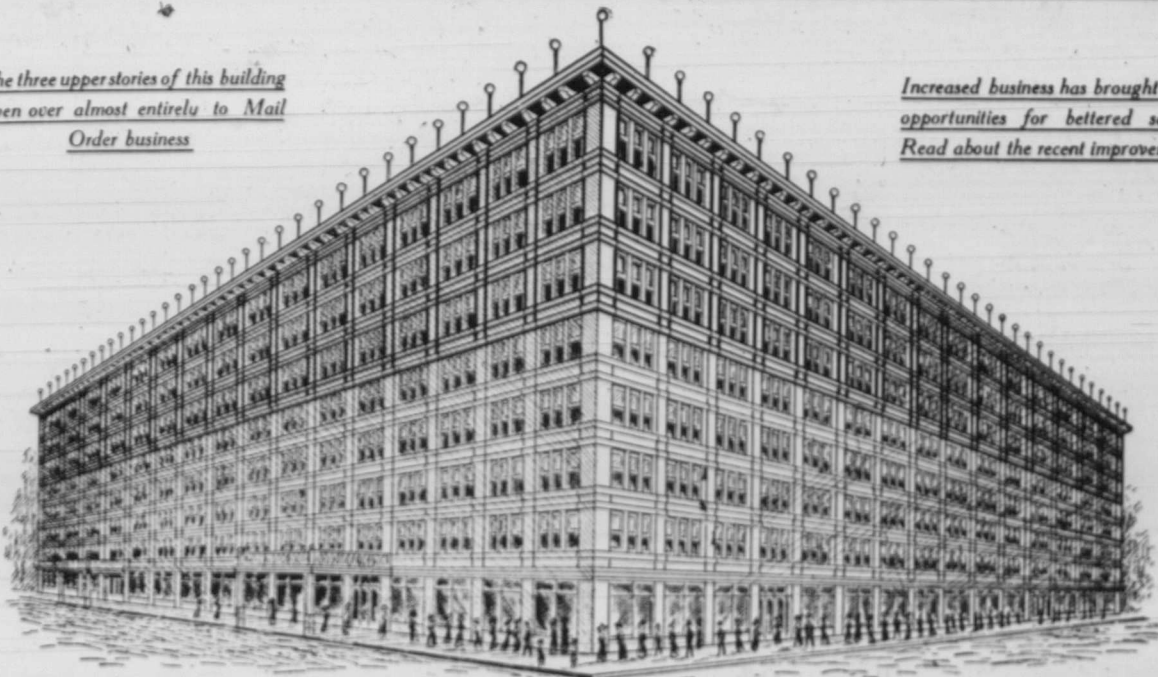


# EATON'S—THE STORE OF PROMPT DELIVERY

*The three upper stories of this building  
given over almost entirely to Mail  
Order business*

*Increased business has brought many  
opportunities for bettered service.  
Read about the recent improvements.*



The truly wonderful growth of the Eaton Mail Order business is a tribute to the painstaking public service performed by this store for almost a generation past. The people of Western Canada have been quick to appreciate the benefits of Eaton prices and Eaton reliability. Most generous has been their support of this store and in return we have been able each year to offer better values and better service than ever before. The Eaton Policy has always been to share with our customers every reduction in prices, every advance in methods made possible by a rapidly increasing business.

## The Eaton price drops lower as the Eaton business mounts higher

### A Record of Wonderful Growth

When this store first opened in Winnipeg a five story building held the entire city and mail order business. Today the mail order department alone occupies almost as much space as the five story building of a few years ago. Scarcely had the Winnipeg store been opened when it was found necessary to expand. Almost every year has seen a wing added or another story put on until the building now stands practically four-square, eight stories high. Since early spring of this year the Eaton store has been undergoing one of its annual expansions. An extension has been added at the rear of the store, a complete new story has been put on, a splendid new power house is under construction and with this greatly increased floor space has come the opportunity to further perfect our methods of handling mail orders.

### Better Than Ever Mail Order Service

The improvements in filling and shipping mail orders make for promptness and dispatch. Every practical device that can be installed is here to help fill your order without a moment's unnecessary delay. It formerly took a small army of messengers and truckers to carry mail order packages around the store. Now this work is done by endless belt conveyors—over a thousand feet of these wide, moving belts cross and re-cross the mail order shipping floor. Packages are dropped on the belts from the stock room above and immediately the moving belts start your order on its journey. One half hour is the time allowed to fill most orders.

When your order is packed and ready for shipment it is sent down a spiral chute from the sixth floor to the shipping platform. If you have ordered heavy goods, hardware, etc., this part of your order is filled in the basement and meets the rest of your goods on the shipping platform.

## Eaton's Catalogue

for Fall and Winter is now being distributed. If your copy has not been received a postcard or letter will bring it by early mail. A Catalogue has been printed for you and is here awaiting your request.

Our new shipping platform permits no less than twenty-two freight and express wagons to be loaded at once. Express parcels are ready to put in the car when they leave our store—they go direct to the trains. Mail packages do not pass through the main Post Office but are handled by a special depot office at the station. Freight goes direct to the railway sheds and is forwarded on first train. This all makes for prompt arrival of the goods at your station or post office, bringing the advantages of Eaton's great store to your home within the compass of a few days at most.

### Special Shipping Arrangements

Long experience has shown us how to pack goods so as to take advantage of lowest transportation charges. We have our own machinery for the manufacture of special cardboard packing cases. These, for most shipments, are fully as safe as wood cases and very much lighter, a resultant saving in charges to the purchaser.

### Charges are Lowest

With stocks that have never been more complete, with a trained staff of Mail Order workers, with new and improved shipping methods, this store awaits your Fall orders, confident of ability to serve you with increasing satisfaction and profit to yourself. The new Eaton Catalogue for Fall and Winter should be consulted at once in order that full advantage may be taken of the unusual values it offers.

### Our Preparedness Assures You of Satisfaction

**THE T. EATON CO. LIMITED**  
WINNIPEG CANADA