

“Cash and One Price.”

EVERY store likes to sell for cash, but almost none do it as a regular thing. There probably isn't another business of this size on the continent that adheres strictly to the “cash and one price” principle. The rule is invariable here; we never make exceptions. The longer credit is tolerated the more expensive it becomes. Always selling for cash saves the possibility of loss through bad debts and keeps prices down. Shoppers reap the benefit in better values and better storekeeping.

The book business is being done better all the time. We ought to put emphasis on the very exceptional prices, if for no other reason than to prove the possibilities of modern retailing. Selling books and dry goods side by side is certainly a novel idea, and a very taking one. We aim to have what the people want, hence good to best literature.

As the season advances we're better satisfied with the enlarged and better collections of fine carpets. It's a representative stock. It stands for purchasing power, good taste and advanced ideas in retailing. It means that you can hunt the shops through and through and not find the equal of present inducements here. The central fact of the second floor work is quality. Nobody wants a shabby carpet or mouldy upholsteries. And yet shabby goods are sold, and some of you don't stop to consider differences. The very enthusiasm of the business has carried certain manufacturers to the very extreme of novelty. Designs continue to improve, and we flatter ourselves upon having the choicest patterns in all grades.

Proper footwear is an important factor in the economy of dress. Imagine a stylish woman with clumsy shoes. People never buy ungainly shoes from choice, but what looks smart and good enough to begin with, wears out, cracks, splits, or loses its shape before it should. Some factories don't know any better than to turn out such shoes right along. Some stores are equally persistent in selling them. We're always careful to make low prices, but never at the expense of quality. The entire assortment of fine shoes for men, women and children has been collected from respon-

sible sources, which means that our confidence in their goodness protects buyers against any wrong. We guarantee them to be exactly as good as we say they are.

It took Priestley years to learn the secret of weaving silk and wool together, so that they'd hold the dye evenly. What he did in ten years the modern dyers and weavers are trying to accomplish in as many months. They can't do it.

With some stuffs the wool has merely a silk warp to give them claim to name, without question of how or what. They're wrong in their beginning, wrong in their weaving, wrong in their dyeing, wrong in their offering themselves for sale; slouchy, slimpey, measley things—but they look well.

The sheen of silk and softness of wool 'll always look well in combination, but the weave! and the dye? only a little wrong? A silk warp dress stuff that's only a little wrong is all wrong from beginning to end. That's the secret of Priestley's years of work, and his ever-enlarging success.

In choosing our dress goods stock, we've had a care to quality first. We brought to bear every test. Our reputation is back of every yard, as sure as though every inch were stamped with an autograph. Weave, finish, coloring, are as perfect as modern skill can make them. Priestley comes first, but he makes only blacks and greys. We aim to have everything that fashion calls for, and to make it worth your while buying here in preference to anywhere else.

A grand collection of oddities in bamboo ware 'll interest those who haven't much money. The quicker you see the better you will buy.

We are taking care of the mail order business to everybody's satisfaction. It used to be an uncommon occurrence to shop by mail. People had to get acquainted with this system of filling orders, and learn to have full confidence in our ability to do as we say. To-day we have earned the good-will of thousands of out-of-town customers in every section whom we serve regularly by mail.

Price lists and detailed information upon application and samples sent.

THE T. EATON COMPANY, LIMITED

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