

Fancy

Neckwear for Ladies,
with transparent stocks.
They are worth seeing.

(Main Floor.)

It Requires a Good Light to Match

Colors to a shade;
that is why we placed
our display of silks im-
mediately under the
store's large light well.
You ought to visit this
spot—it is one of the
brightest.

(Main Floor.)

Books by the Great Canadian Author

Sir Gilbert Parker,
should be interesting to
"Toronto Home-Comers,"
especially "Right of Way"
and "Seats of Mighty"—
we are selling the Maple
Leaf edition.

(Main Floor, James St. Entrance)

Take Some Snap Shots

of your "Old Home"
with a Premo Film
Camera, (size of Picture
3½ x 4½ inches.)

(Main Floor, Yonge St. Entrance.)

We have a line

of light weight Sum-
mer Hosiery for every-
body, so cheap, that the
difference in cost between
buying a new pair and
having the worn ones
laundered, is a matter of
four cents.

(Main Floor, Yonge St. Entrance)

How did it grow?

From within. A
master-mind conceived
it before the public saw
it. It was thought out
before it was wrought
out. First the thought,
then its presentation,
then public apprecia-
tion, and then more
floor space to do the
business in—that's
Evolution.

What helped it to grow?

*Cutting out Custom-
ers' Losses.* Buying for
cash and selling for cash
saved money at both
ends. Cash was pre-
ferred to accounts, be-
cause accounts couldn't
always be cashed.
Again, in the days when
Toronto "Old Boys"
were young, "middle-
men" waylaid goods on
their way from Pro-
ducer to Consumer.
The T. Eaton Co.
cut out both the mid-
dleman and his profits.
European buying
offices were established.
Direct to the Producer
they went for goods,
and direct to the Con-
sumer they brought