

**THE
BIGGEST
SELLING
EVENT
OF THE
YEAR**



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NOW
READY
WRITE
FOR
ONE**

EATON'S JULY & AUGUST SALE

ARE YOU AT A LOSS AS TO HOW TO CURTAIL EXPENSES?

Don't be in such a predicament in so far as saving money on your everyday needs is concerned. It isn't necessary. We have the remedy—let us apply it—it costs you nothing. Write for our July and August Sale Catalogue—not to-morrow but to-day—and when it arrives don't lose or destroy it, as it cost us real money and can save you a great deal more. Look it over carefully; read, mark, learn and inwardly digest its contents; note the superior values and unusual saving it affords.

Through no other means than "Right Goods at Right Prices with Right Service" could we secure our great volume of trade. Our record of full value-giving has proved a perpetual and cumulative advertisement. Low prices, proper service, and goods of honest quality, are our best business assets.

Do you practice economy? Many a housewife thinks that she is most economical because she has denied herself some luxury, while such denial would have been uncalled for had she not been paying too much for necessities. Are you sure that you are not in exactly the same predicament? In any event send for our bargain-listing summer catalogue and it will be mailed to you immediately upon receipt of your request.

Every price quoted is a money-saver for you. If we cannot give you first class goods at rock-bottom prices we won't ask you to buy from us. A trial order will settle the question beyond all doubt, and that we solicit.



**Money-saving
Chances
in Abundance**

THE T. EATON CO. LIMITED
TORONTO - - - CANADA

**Goods Right or
Your Money
Refunded**