

EATON'S

SEMI-ANNUAL
JULY & AUGUST

BARGAIN SALE



MONEY-SAVING OPPORTUNITIES FROM CANADA'S GREATEST MAIL ORDER HOUSE

SEE TO IT THAT YOU GET THIS CATALOGUE OF BIG VALUES

LET US HAVE YOUR NAME and address on a post card and we will mail you a copy of this book of bargains. You'll welcome its coming because within its pages are better buying chances than you've ever known—and besides the assortment is most varied. There's something of interest for all the family. Natty Summer wear for the women folk in the most pleasing and becoming styles—Men's and Boys' wearables—well tailored clothing and other garments—and what a host of home needs! It would almost seem as if we had gathered together a little of everything—just enough for one's needs and present requirements. So now that we have given you a foretaste of what's in store for you and with the assurance that this Catalogue can, and will, save you money, why not share in all this saving—and don't delay either, because the time is short.

JUST TWO MONTHS TO BUY AT LOW PRICES

WRITE US TO-DAY FOR A CATALOGUE

AN EATON PURCHASE MEANS SATISFACTION OR YOUR MONEY BACK

ALREADY orders are pouring in—and pouring out—quick service is our motto. We aim at sending out orders the same day as received. It's just like shopping in town. With you the wonderfully interesting choosing this Sale Catalogue affords, and we, at this end, fully keyed up for quick action—ready at a moment's notice to fill out your commands, and hasten your purchase with all necessary precaution and despatch. To those who have not this Catalogue at hand, we say again, "Why miss all this?" At least try out your own judgment on this Catalogue of great values. Send to-day for **YOUR** copy. **DON'T DELAY.**

REMEMBER that should you for any reason feel dissatisfied with your purchase, **WE WILL GLADLY REFUND YOUR MONEY AND PAY TRANSPORTATION CHARGES BOTH WAYS.** We feel sure, however, that your purchase will open up to your entire satisfaction. Be it a ten-cent article or a one hundred dollar purchase—the guarantee goes just the same—no exceptions—no rulings or equivocations. The **EATON** guarantee says, **MONEY BACK IF WE FAIL TO PLEASE.** That's your protection against any possible failure on our part to serve you well. Send us a trial order during this Sale, and see for yourself how we make dollars earn more than usual for you.

EATONS SEND ALL HEAVY GOODS OF \$25.00 AND OVER ARE

FREIGHT PREPAID, AND ALL ORDERS ALSO SENT FREE DELIVERY

GET EATON'S PRICES ON BINDER TWINE BEFORE BUYING

THE T. EATON CO LIMITED TORONTO - CANADA

DO NOT FAIL TO GIVE YOUR CORRECT NAME AND ADDRESS — AND WRITE PLAINLY —

FREE—A Picture Full of Heart Interest—FREE

On page thirty-nine of this issue we make a liberal offer for a few minutes of your time. In this day and generation the nearer the publisher can get to the subscriber, in understanding his or her needs, even as those of one family, the better able is he—the publisher—to satisfy the needs of his subscriber both in reading matter and in variety of advertising carried.