



THE NEXT SENSATION

BARGAINS FOR THE MONTHS OF THE SUMMER

THE ANNUAL APPEARANCE OF
EATON'S
 JULY AND AUGUST
 SALE CATALOGUE
 WRITE FOR YOUR COPY AT
 ONCE

OUR GREAT MIDSUMMER SALE

FROM JULY 2nd TO AUGUST 31st

THIS GREAT EVENT

is now in full swing, and every person who does not take advantage of it will be deprived of some of the most wonderful bargains ever offered by **T. EATON CO. LIMITED**. As far as our regular customers are concerned, it is an event—to which they look forward—of which they take advantage—by which they save money.

PROFIT BY THEIR EXPERIENCE

Write to-day for a copy of this Bargain Listing Catalogue, and when it arrives, make up an order from its pages, mail it to **EATON'S**, and you will receive values such as you have never obtained before.

OUR VALUE GIVING

is not confined to one or two departments, but embraces numerous items from every section of our Store. Our buyers have secured the most seasonable goods especially for this Great Sale, and they have purchased them at prices which enable us to save you money in every instance. A trial order will convince you—send us one.

OUR GUARANTEE

absolutely protects you in every instance. If you are not perfectly satisfied with our merchandise, our values, our prices or our service, return the goods to us at once, and we will refund your money in full and pay all transportation charges.

OUR GROCERY CATALOGUE IS MAILED FREE UPON REQUEST

THE T. EATON CO. LIMITED
 TORONTO CANADA

THE EATON MAIL ORDER SERVICE MEANS ECONOMY FOR YOU