

A MAILING LIST of SATISFIED PEOPLE

Such is the List of EATON Mail-Order Customers

It is a list of people throughout Western Canada who daily enjoy opportunities and benefits in buying that only the **EATON** Service can place before them.

The **EATON** way of doing business is responsible for the opportunities and benefits these satisfied customers obtain.

Our buyers in the great business centres of the world, anticipating large sales, purchase goods in tremendous quantities at the lowest, cost prices. These goods are bought from reliable and well-known firms, thus securing merchandise of the finest quality and durability.

We sell direct to the public for cash, cutting out the profits of wholesalers and middlemen. Doing business under this cash system all possibility of bad debts is eliminated.

Promptness and Efficiency in EATON Service

The instant execution of every order received, the promptest possible delivery of all goods, combined with an efficiency that delivers them in perfect condition are important principles in the **EATON** mail-order service.

Our system runs like perfectly regulated machinery, and you are fully assured that once you send us your order, whether big or small, it will be executed in the best possible manner that modern ways and means can devise.

If you have not already a copy of the latest EATON Catalogue write for one. Sent free on request. If you have a catalogue it will pay you to give it another reading, for market conditions just now are such as to emphasize the splendid value of EATON mail-order offerings.

THE T. EATON CO. LIMITED
WINNIPEG - CANADA