EATON'S SEMI ANNUAL SALE

CATALOGUE No 101

1911-12

MONEY SAVING OPPORTUNITIES FOR EVERY MAN WOMAN AND CHILD

NOW

IS YOUR CHANCE TO BUY AT GREATLY

REDUCED PRICES

PHENOMENAL BARGAINS That's what we now offer, and what you will receive. We've worked hard to make this a Banner Sale—a Sale of momentous importance—because of the saving chances it offers. Every article has been specially selected for this Sale—from our own factories—or bought in voluminous quantities so that our word for big value-giving might be fully justified. A trial order will quickly prove what we say to be actual facts—indeed, it's more than likely you'll be more than satisfied with your purchase. That's the true significance of this Sale—to outbid—outshine all previous efforts—to reach the highest pinnacle in value-giving, and with it all this guarantee—

WE GLADLY REFUND YOUR MONEY IF GOODS ARE NOT SATISFACTORY

YOU RUN NO RISK No matter how small the purchase, or what the circumstances, the EATON guarantee is your protection, absolutely, without hesitation or dissent on our part. No better assurance could you find. Satisfaction guaranteed or money back, and we pay all charges. It's really worth while.

When the opportunity is yours—Buy Now. Don't Delay

SKIRT 1.98

CORSET COVER 39¢

TWO UNPARALLELED BARGAINS

MATERIAL ALONE WOULD COST YOU MORE

1R-3450. CORSET COVER BARGAIN. A case where the selling price is in unusual contrast to the value offered. Fine soft cotton, charmingly trimmed, back and front, with a deep yoke, with many rows of dainty lace insertion and pretty embroidered lawn. Perfect-fitting Cover, having just the right amount of fulness over the bust, and shaping in nicely at the waist.

Sizes 32 to 42. Sale Price **39c**

1R-2420. PETTICOAT, fine, lacy, beautiful pattern, but being embroidery, and not lace, it is durable, and will give endless wear. The upper part of the petticoat is cut without fulness, the lower portion well ruffled, with a dust frill under the deep 18-inch flounce. The nainsook is soft and fine, and there are drawstrings at waist.

Sizes 38, 40, 42. Sale Price **1.98**

ABOUT FREE DELIVERY

All $25.00 orders sent freight prepaid in addition to goods priced for free delivery.

THE T. EATON Co LIMITED

TORONTO CANADA

FORTY FOUR PAGES OF WONDERFUL BARGAINS

. . Sale . .

Commencing

26TH DECEMBER 1911

Ending

29TH FEBRUARY 1912

Bird's-Eye View of Toronto Store and Factories.