

FOUNDED 1866

"A straight back will stoop : A black beard will turn white." -Shakespeare.

## **Prepare for** the **Time**

when present strength will fail. Shakespeare knew his world. He knew that advanced years showing in a man lessen his effectiveness. While you are young you should think of the days to come. It may be comparatively easy to earn money now. It won't be so easy then.

A small part of your savings put aside and invested in one of our "Reserve Dividend Policies " will make your old age a time of comfort and safety instead of a time of uncertainty. Write for details to

London Life Insurance Company,



EATON'S AVE 100 ST MULLES, 200 ONV AB NERV. 11111

THIS NEW BIG CATALOGUE IS

**Have you received a copy yet?** Your name and Post Office address on a post card brings this welcome Money-saver to your home, FREE. 320 pages brimful of the latest styles and fashions with over 3200 illustrations. Many new improvements, larger, more complete than ever before, and surprising price-quotations from begining to end.

You run no risk in shopping with Eaton's by mail Your orders are put into the hands of experienced shoppers-who for the time are your experienced shoppers—who for the time are your representatives—and they are as careful as though buying for themselves. Then, if the purchase is not entirely satisfactory, through our **Liberal Guar-antee** you may exchange the goods or have your money refunded and we will pay all transportation charges both ways. Our **Free Delivery Offer** will be found on page A3 of New Spring and Summer Catalogue. Read it carefully.

Confidence of the people. Everlastingly sticking to our square-deal principles has brought to this Store the confidence of the people. The confidence that every dollar spent here will bring the maximum amount of value, confidence in getting the money back if anything isn't satisfactory.

**Our Purchasing System** is based on the thorough experience of a well trained staff of buyers. A large portion of our goods are manufactured in our own factories-the largest in the country selling their entire output direct to the consumers and avoiding all middlemen's profits. Whatever we buy is bought for cash; that's why we get the lowest quotations, and you in turn get the benefits of it.

Every day we are getting larger, growing stronger, adding to our organization, enlarging, adding to and

Eaton's New Spring and Summer Catalogue, No. 85, now ready for mailing

482