



ALL CHARGES PREPAID ON OUTER GARMENTS

Our new Fall Catalogue carries the above announcement and explains the reasons for it fully. A copy of the Catalogue should be in your home by August 15th. If you have not received the Eaton Catalogues in the past, send your name and address at once, and we will forward a copy of the most complete and attractive Catalogue of reliable merchandise we have yet issued. Every home in Western Canada should have an Eaton Catalogue. If used freely in supplying all your personal and household needs, we are confident it will materially lessen the cost of living for you. Owing to present trade conditions very many exceptional values have been secured.

THE EATON GUARANTEE IS YOUR PROTECTION

So confident are we that the values offered by us in outer garments for men, women and children at prepaid prices are superior in quality, value, fit and finish to all others, and realizing how hard it is for you to make an intelligent comparison from pictures and printed descriptions, we suggest you order what you require, make any comparisons you desire, and, if not fully satisfied, make use of our free exchange offer, or have your money refunded, with the return-charges, if paid by you, added. Our Guarantee protects you on every transaction. Our prepaid policy on outer garments also includes quick service—goods shipped separately by Parcel Post or Express.

PROFITABLE SHIPMENTS IN GENERAL MERCHANDISE

In ordering general merchandise, which is not prepaid, the maximum of economy is obtained by making up an order of 100 pounds or over, but whether your order is big or small you will find the Eaton price with the charges added the standard of best values in Western Canada, quality for quality. Get Eaton's 1914 Fall Catalogue and try it out.

An Example of Eaton Prepaid Values

Shown above is superior all-wool diagonal cord suit. Coat is 32 inches long with standing turn-down collar and vest effect. Both coat and skirt have large side flaps or flounces and skirt also has wide tucks and inverted box pleat each side. In black or navy. Sizes 32 to 44 bust with skirt lengths 37 to 42 inches. Order No. 17 S 2614. Price, prepaid **18.50**

THE T. EATON CO LIMITED
WINNIPEG — CANADA