

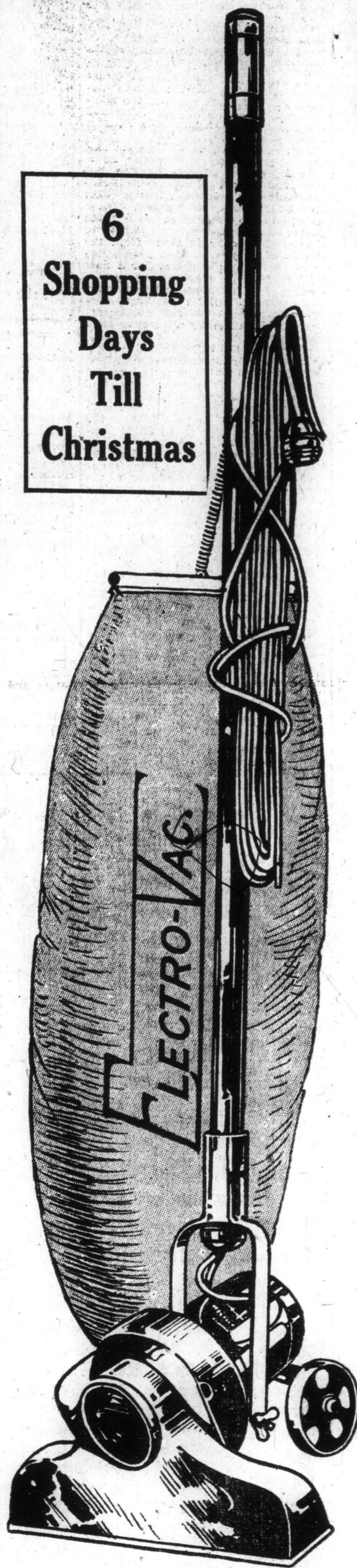
STORE OPENS AT 8.30 A.M.
CLOSES AT 5 P.M.

EATON'S DAILY STORE NEWS

SANTA CLAUS IN TOYLAND
9 TO 11 A.M. — 2 TO 4 P.M.

Let the Family Subscribe \$27.50 and Purchase This Useful Electric Vacuum Cleaner as a Christmas Gift for Mother

6
Shopping
Days
Till
Christmas



*It's a Simple, Efficient, Satisfactory,
Economical Household Labor-Saving
Device That Compares Favorably
With Similar Electric Cleaners at
Almost Double Its Price*

ALMOST EVERYONE knows what a wonderful household labor-saving device is the Electric Vacuum Cleaner, but few housewives fully realize its convenience, quickness, and thoroughness in cleaning household furnishings day in and day out. The cost has probably been prohibitive for many homes owning one heretofore, but the price of the "Electro-Vac," the machine illustrated, should revolutionize vacuum cleaner buying in Canada, making it possible for more homes to appreciate its wonderful convenience—in fact, this price should bring it into almost universal use.

The reason the "Electro-Vac" is one of the greatest electric vacuum cleaner values in Canada, is due to the Eaton policy of buying and selling for cash.

Some Important Features and Interesting Facts About the "Electro-Vac"

WITH SUCH an efficient machine as the "Electro-Vac" it's possible to thoroughly extract dust and dirt from household furnishings, remove crumbs from the floor after each meal, lint and thread from the sewing room or make short work of a littered floor after a house party. Its combination suction cleaner and carpet sweeper can be attached to any household cycle with not more than 115 voltage.

It has two rear roller-bearing wheels that make it easy running over any kind of rug, and a tilting device for raising or lowering the machine to run easily over edges of rugs or over thresholds.

The motor is assembled as a separate unit to the case and propels a strong, eight-blade fan at a high speed, which in turn sucks up the dirt with amazing quickness, and deposits it in a dust-bag, where it cannot leak out, even though you thump the bag. This dust-bag is fastened to the side of machine and, therefore, does not get in the way when handle is lowered to run machine underneath a bed or couch.

The casing of the "Electro-Vac" is of sanitary nickel-plated steel that is perfectly smooth inside and out, so as not to hold the dust or dirt.

This machine has an oiling system with an auxiliary feed to prevent burning out bearings through insufficient oiling.

The brush of the "Electro-Vac" is a self-adjusting tension type, located in nozzle of machine. It is easily removed and can be regulated high or low, and is very easily cleaned.

Its extra attachments can be fastened to front of machine without taking it apart or turning it upside down.

It starts and stops by simply turning to top of handle—no danger of shock—and has 20 ft. insulated connecting cord that screws into any electric socket.

We guarantee each machine perfect, correctly adjusted, powerful and durable.

See demonstration in Drapery
Department, Fourth Floor. Price, as
illustrated

27.50

—Fourth Floor.

A set of extra attachments for cleaning Curtains, Draperies, Furniture, is priced at \$7.00

THE T. EATON CO. LIMITED