

EATON'S SEMI-ANNUAL SALE CATALOGUE

TELL US WHERE YOU LIVE

If you have not already received a copy of our Semi-Annual Sale Catalogue, please send your name and address so that we can forward you one without further delay. We want one and all who read our announcement to see to it that this book of timely offerings receive their immediate and best attention. It's a book of saving opportunities, listing just such articles as are in season and sure to be appreciated from every viewpoint, particularly in that it has

BARGAINS FOR YOU

Articles for your personal adornment, and everyday domestic needs. A selected and well-chosen showing of new and up-to-date merchandise, specially bought for this Sale and priced so moderately as to make buying unusually profitable to you. Interesting offerings in women's summer styles and men's wear. No one should miss sharing in this Sale.

A GENEROUS FREE DELIVERY OFFER

The several big values offered in **Heavy Goods** are all priced for free delivery to your nearest railroad station. This applies to articles such as **Furniture, Sewing Machines, Farm Implements**. There is also our free delivery of all orders of \$10.00 and over which includes everything in the catalogue, with no exceptions. A catalogue such as this surely has something of interest for you—something of real helpfulness in an all-round way—Variety, Quality, Wondrous Value Giving, and back of that

THE EATON GUARANTEE

Money Refunded or Goods Exchanged if not Satisfactory, including Transportation Charges—No Exceptions

**ORDER
EARLY**

**SPECIAL
PRICES FOR
6 WEEKS
ONLY**

We Ship all orders Quickly, unless unforeseen difficulties occur. Customers are immediately notified of possible delays.

THE T. EATON CO LIMITED
TORONTO - CANADA

We prepay charges on \$10 orders and over to your nearest railroad station

COMMENCES

JULY — 2ND

**ENDS
AUGUST
15TH**

**WRITE
TO-DAY**



**GET YOUR CATALOGUE NOW
BECAUSE THIS SALE IS FOR A LIMITED TIME**

Don't fail to note that this Semi-Annual Sale ends 15th August, and as stocks will surely be quickly depleted we advise ordering early. Many lines are certain of a "bargain rush," and consequently, we ask that you do not delay your order until it is too late.

Use your catalogue at our risk. Send a trial order at your earliest convenience and judge for yourself the true worth of our offerings—the all-round goodness that means so much, the simplicity and satisfaction that assuredly accompany buying by mail "The EATON Mail Order Way."

**YOUR
SUMMER
ADDRESS**

When you go on your holidays do not neglect to notify the Circulation Department of your change in address. Don't leave this task to your postmaster. It isn't fair. It isn't business. All changes of address should be mailed direct to this office. Address, "The Canadian Courier, Toronto"

"TALK CORRECTLY and you will THINK CORRECTLY"
Slipshod English promotes slipshod thought. Get into the habit of careless use of words and you will soon be careless in thought. To think correctly and talk correctly, to talk correctly and think correctly you will find

"A DESK-ROOM OF ERRORS IN ENGLISH"
a very serviceable little book. "Right to the Point." 12mo, cloth, 240 pages, \$1. P.P.
NORMAN RICHARDSON, 12 E. Wellington St., Toronto.