

EATON'S

THE HOUSE OF BEST VALUES AND ASSURED SATISFACTION

IMPORTANT SUPPLYING MOST ALL YOUR NEEDS WITH A GENEROUS FREE DELIVERY OFFER ANNOUNCEMENT

Everyone Should Read This



An **EATON** purchase and Free Delivery means much in these days towards reducing the high cost of living. The full importance of such a statement is best appreciated when you realize the fact that not only do you receive approved quality and service, for which the **EATON** Mail Order Way is justly famous, but, also, you get good goods at a minimum cost. For some time past all **EATON** orders amounting to ten dollars (\$10.00) or over have been shipped charges paid by us. This feature of our service has proven a big success, and the inauguration of the new Parcel Post System, which has been a boon to the Canadian public, has made it possible for us to go still further in giving our customers the benefit of a greater Free Delivery Offer, and it gives us very great pleasure to make this very interesting announcement—

Commencing Aug. 1st

We Pay the Shipping Charges
on all orders for any amount large or small on

Men's, Women's and Children's Outer Garments

This is no ordinary, everyday event. Neither is it an ordinary Free Delivery offer. Every garment advertised is an acknowledged **EATON** value, that will stand the closest comparison—and when you read these words, "And we pay the shipping charges," in our Catalogue, read them over again, so that you may be impressed with their full meaning. "We" means **T. EATON CO. LIMITED** not you. In other words, you can buy any one of these splendid values of known **EATON** quality garments delivered to your nearest railway station or post office for the price we quote without any additional cost for shipping charges.

- Our -
**New Fall
Catalogue**

WILL BE READY TO
MAIL YOU

Aug. 15th.

IF YOU ARE NOT AL-
READY ONE OF OUR
MAIL ORDER CUSTOM-
ERS, SEND US YOUR
NAME AND ADDRESS,
AND WE WILL FORWARD
YOU A COPY.

\$10 This is in addition to our **\$10**
FREE DELIVERY
of orders amounting to \$10.00
or over of all goods catalogued and heavy goods
quoted prepaid

This means that when your order amounts to \$10.00 or over of any goods in the Catalogue, including Men's, Women's and Children's outer garments or heavy goods, we pay the shipping charges to your nearest station or post office. It gives you the opportunity of getting practically all your needs at our low prices delivered free if you make your order to this amount.

THE T. EATON CO. LIMITED
TORONTO - CANADA