

# EATON'S FALL AND WINTER CATALOGUE

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**B**ECAUSE to-morrow you may forget—and the next day, and so in the end miss much that would be most beneficial to you. We want all who read this announcement, and who have not received our latest Fall and Winter Catalogue No. 108, to send their name and address—quick. On receipt of same we will mail you by return the best **EATON** Catalogue ever published. To begin with there is a beautiful cover design, the subject of which is reproduced above. There are also many color pages illustrating goods in their natural shades. Each and every page bears a message of a great and far-reaching service. In reality it is more than a book—a veritable storehouse within one's own domain where true value predominates and all-round goodness is assured.—And so we say—firstly, secure your catalogue—early, and secondly—USE IT. The rest you may safely leave with us plus the **EATON** Guarantee.

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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

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