

BY MAIL DIRECT TO YOU

Those who have known the house of The T. Eaton Co., Limited, for approximately half a century need no word of introduction with reference to our GREAT MAIL ORDER METHOD for by our work we are known throughout the whole of Canada. But every year brings in new customers and to these newer acquaintances we trust these few words will be of interest.

WHY MONEY CAN BE SAVED BY BUYING AT EATON'S

1. With our enormous purchasing power we are able to buy in such large quantities that we receive extraordinary price concessions.
2. Our large sales enable us to take the entire product of a factory or mill, and in such cases the manufacturer having no selling expense

us to reduce the cost in our own factories, we give our customers the benefit of every penny saved by us. We have only one profit, and that a small one, so do not nurse a grievance if you are paying too much for your wants. Send us a trial order.

SECURITY, SAVING AND SAFETY

Remember if goods bought are not satisfactory, we refund your money and pay transportation charges both ways on most goods.

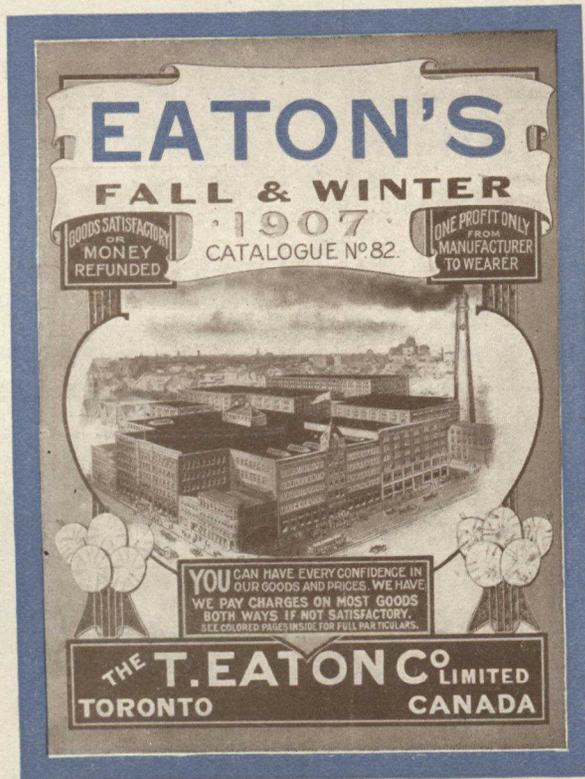
• We save you the middleman's profit, give you an economical method of shopping, the largest selection obtainable with the latest up-to-date styles.

We have a large and efficient force to take care of your every want and a system as near perfection as thorough systematization can make it.

300 PAGE
CATALOGUE
FREE

CONTAINS
OVER 3,000
ILLUSTRATIONS

WRITE FOR IT
TO-DAY
SENT FREE
POSTPAID



It explains how we pay freight on \$25.00 orders, and shows fully and plainly how you can save money by buying your goods by mail from Eaton's. It's a regular encyclopaedia of Canada's Greatest Store.

and receiving spot cash, can well afford and does accept a very close price.

3. WE ARE MANUFACTURERS—Own and operate our own factories in such lines as Women's and Children's Cloaks, Dresses, Skirts, Suits, Waists, Corsets; Men's and Boys' Clothing, Shirts, Collars, Furs; Garments for Men, Women and Children; Women's and Children's Neckwear, Underwear, Belts; Harness, Upholstered Goods, etc.

The prices quoted by us on such articles represent the manufacturing cost and Eaton's one small per cent. of profit added.

OUR CUSTOMERS RECEIVE THE BENEFIT

Whether we save largely on what we buy from the manufacturer or whether it is possible for

BEGIN SAVING MONEY TO-DAY

The means provided to accomplish this is our handsomely illustrated catalogue of over 300 pages and more than 3,000 illustrations. From this book you can order with the same confidence as though you were selecting the goods personally in this great store, and our prices are so low that you will be able to reduce your expenses to a great extent.

ONE PRICE TO ALL

We have but one price and our continued growth shows that we retain the confidence of thousands of people who are regularly sending to us for their merchandise. But to realize the great importance of our Mail Order Method to you a trial order will be more convincing and satisfactory.

THE T. EATON CO. LIMITED
TORONTO CANADA