

HUNDREDS OF OPPORTUNITIES TO SAVE MONEY

T. EATON CO. - TORONTO, CANADA. MIDSUMMER SALE CATALOGUE, 1911

A PRICE OF FAMER VALUES

ONE PRICE 11¢

THIS BARRAINS EVERY ONE OF THE

DO NOT MISS THIS PAGE OF NINETEEN

WOMEN'S FINE DRESSERS

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WOMEN'S FINE DRESSERS

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WOMEN'S FINE DRESSERS

THREE STRIKING FEATURES OF OUR MIDSUMMER SALE UNUSUAL VALUES SUPERIOR QUALITY LOW PRICES

OUR July and August Sale has always been a grand opportunity for you to save money, but no previous Sale ever held by **T. EATON CO.** has equalled this one. We never listed values before which were quite as good as those contained in the 24 pages of our Midsummer Sale Catalogue. We are not over-estimating them: in fact, we cannot do them justice by describing them.

YOU MUST SEE THE GOODS and examine them to appreciate the phenomenal opportunities to save money, which we are placing before you. If you have not received a copy of our Catalogue, write for one immediately. We are not exaggerating the merits of this Sale. It would be folly for us to do so, since our Guarantee allows you to return any article with which you are dissatisfied and get your money back in full.

REMEMBER OUR GUARANTEE
"SATISFACTION
OR YOUR MONEY BACK"

THE T. EATON CO. LIMITED
TORONTO, CANADA

**WRITE TO-DAY
FOR OUR
JULY AND AUGUST SALE
CATALOGUE
IT IS FREE FOR THE ASKING**

ALTHOUGH the prices quoted in our Sale Catalogues are wonderfully low, nevertheless the quality of the goods has in no way been sacrificed to make the price. We have bought in enormous quantities, we are selling in enormous quantities, and to create two months of hustling business, we have allowed a very low margin of profit. Every item is something which every household is either needing at present or soon will be. Buy now either for present or future needs. It will pay you to do so.

OUR prices are low—they are exceptionally low—in fact, they are the lowest ever quoted on similar goods by **T. EATON CO.** This Sale has already proved a great boon for thousands of shrewd buyers who are ever anxious to make a dollar reach the limit of purchasing power.

MONEY SAVED IS MONEY GAINED, and this Sale is your opportunity to save. Now is the time to take advantage of the wonderful values which we are placing before you. Send us your order—when the goods arrive look them over—if you don't like them send them back and we will refund your money in full. Try us once and do it now.

**TRY THE EATON MAIL
ORDER SERVICE
IT WILL PLEASE YOU**

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6: 17, 18.

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that we shall know
sword of the Spirit,
of God.

Satan has studied
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