

# **EATON'S NEW SPRING AND SUMMER CATALOGUE is now being distributed throughout the West**

*It brings directly to you all the beauty, the splendid selection of merchandise and the many price-savings of a modern department store.*

## **OUR NEW BOOK IS BETTER THAN EVER**

The spirit of Spring—life, growth, progress—can be seen on every page of our 1917 Spring and Summer Catalogue. It is bigger than ever, filled from cover to cover with illustrations and descriptions of goods that our buyers have purchased from every available market, and listing prices surprisingly reasonable considering the ever-growing difficulties of manufacture and transportation. The tremendous demand of our fighting armies limits, to a great extent, the supply of raw materials that the manufacturers can use for home consumption. It is only through our excellent and thorough buying system, touching the great trade centres of America, Europe, and the Orient, that we have been able to gather together the unusually satisfying display of merchandise pictured in our newest catalogue.

## **A BIGGER OPPORTUNITY FOR YOU**

Yours is the opportunity in our new Spring Book. Buying for either your personal or household needs, you will find illustrated, in this newest of our catalogues, a selection hard to equal of Clothing for Men, Women and Children, Furnishings for the Home—Furniture, Carpets, Curtains, Wall Paper, Paints—Farm Implements of the most useful, durable kind, Harness that will give the best of service, etc. More interesting, even, than the wonderful display of goods will you find the fact that every article is priced in the usual EATON way—as low as the quality of the goods will allow.

If you have not received a copy of this book—it has been in the mails for a week—let us know, and we will see that a catalogue is sent to you by return.

Write for EATON'S Spring and Summer Book

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