

We invite inspection—of the Exceptional Values in  
**EATON'S BIG CATALOGUE**

If you are a regular **EATON** customer, you have already experienced that feeling of delight and anticipation, which comes twice yearly, with the arrival of the **EATON** General Catalogue.

If you are not a regular **EATON** Customer, a post card with your name and address is all that stands between you and this world-wide harvest of economics.

**ORGANIZATION IS THE SECRET OF  
ECONOMY**

To procure dependable merchandise at reasonable prices is becoming more difficult every day and requires the combined efforts of an intelligent organization; an organization to buy judiciously, which means reasonable selling prices; an organization to give that service which has made and is holding so many satisfied **EATON** customers.

**EVERY PAGE, FROM COVER TO  
COVER**

of the new **EATON** catalogue contains much of interest to you from the standpoint of both economy and a wide range of selection, so

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ANY WILL BE SENT FREE ON REQUEST**

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