



EATON'S

OUR BIG FALL AND WINTER CATALOGUE OFFERS YOU A VARIED CHOICE OF GIFT SUGGESTIONS

SEND US YOUR NAME AND ADDRESS IF YOU HAVE NOT A COPY OF OUR CATALOGUE

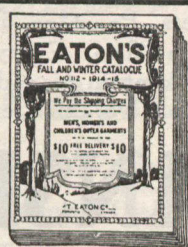
Let us Fill Your Christmas Order

EATON'S CATALOGUE OFFERS YOU A HOST OF WONDERFUL VALUES



THIS BOOK SENT YOU FREE FOR THE ASKING

What a wealth of money-saving opportunities are yours with such a Catalogue as this to choose from. "Business as Usual" is its motto, and "Values Better than Usual" might aptly be applied to the long list of dependable merchandise it has to offer. There is no upheaval of prices evident throughout the three hundred and more pages, and the marvel of it all is that orders come in and go out with the same promptness as of yore. Unmistakable savings are evident on every page, coupled with quality merchandise and service that bespeak assured satisfaction to the purchaser, and so it is at this time that we remind you of the coming Christmas season. The old traditions must prevail, and good fellowship be maintained. Gifts will soon be the order of the day, and what better choice could one wish for than that which you will find in your EATON Catalogue? But with this suggestion there also comes this note of warning: Don't delay ordering. To do justice to all concerned it is absolutely necessary that you order early. The folly of it is that many delay their Christmas purchase until the last moment, and in the hurry and bustle some unforeseen disappointment oftentimes occurs. Make up your mind to run no such risk as this. See that you make your selections early, and be convinced of this, that we, on our part, will render such service as will win your hearty approval.



THIS BOOK MEANS ECONOMY FOR EVERY HOME

WHAT HAVE WE TO SELL?

We have a practically unlimited assortment of merchandise—articles for men, articles for women and articles for children—an abundance of those things which are most suitable as Christmas gifts for young and old. We think we can supply your every need at the yuletide season—a season which comes but once a year, and when it comes it brings good cheer. Get a copy of our Fall and Winter Catalogue. Look it over carefully, and we are confident that you will find illustrated and described therein just what you are looking for. Reap the benefit of some of the values which our Catalogue offers

YOU



WE PAY THE SHIPPING CHARGES ON ALL ORDERS FOR ANY AMOUNT LARGE OR SMALL ON MEN'S, WOMEN'S AND CHILDREN'S OUTER GARMENTS

THIS IS IN ADDITION TO OUR **\$10 FREE DELIVERY \$10** OF ALL GOODS CATALOGUED AND HEAVY GOODS QUOTED PREPAID

IN MAKING UP YOUR ORDER FOR \$10.00 OR OVER YOU MAY SELECT ANY GOODS IN THE CATALOGUE INCLUDING OUTER GARMENTS OR HEAVY GOODS

THE T. EATON CO LIMITED
TORONTO CANADA

HOW DO WE SELL IT?

You can't go wrong—you can't make any mistake when you send an order to EATON'S. You are protected—you are more than protected—you are absolutely secured by the EATON guarantee—a guarantee which is lived up to—a guarantee which says: "If you are not satisfied with your purchase we will refund your money in full, and pay the transportation charges both ways." You run no risk whatever when you send us your money. If you have never dealt with us—send us a trial order. Every benefit to be derived from the EATON guarantee belongs to

YOU