

EATON'S ILLUSTRATED CATALOGUE



IS THE LINK BETWEEN

A NEW ERA

OUR Fall and Winter Catalogue marks the beginning of a new era in Canadian Catalogue construction. From cover to cover it is a revelation in every sense of the word. Never for one instant has value been lost sight of. Not one single item has been listed therein without first undergoing a most rigid examination as to its quality. Every article has been pronounced a grand value by our experts before it appeared in this book, which is an asset to the domestic economy of any household. It merits a place in the home of every careful buyer, so write for a copy to-day. It is FREE, and will be mailed on receipt of your request.

EATON'S GREAT STORE AND YOUR OWN HOME

NO HOUSEHOLD IS COMPLETE WITHOUT IT

YOU CAN SHOP AS EASILY FROM ITS PAGES AS OVER THE COUNTERS IN THE STORE

RARE VALUES

LOOK them over carefully—examine the illustrations—read the descriptions—note the prices. The values listed within will speak for themselves better than we can do it here. When buying from **EATON'S** it is unnecessary to visit our store in person, since we are virtually sending the store to you when we mail you our catalogue. You will be impressed at first glance by the appearance of the cover, which displays a most realistic picture of the enormous **EATON** store and factories. In these factories many of the lines we handle are manufactured under our own supervision, which insures superior material, style and workmanship. All middlemen's profits are thus eliminated, or, in other words, left in your pocket.

Grocery
Catalogue
Issued
Every
Two
Months

THE **T. EATON** CO. LIMITED
TORONTO CANADA

Christmas
Catalogue
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