

ALL CHARGES PREPAID ON OUTER GARMENTS

OUR NEW Fall Catalogue carries the above announcement and explains the reasons for it fully. A copy of the Catalogue should be in your home by August 15. If you have not received the Eaton Catalogue in the past, send your name and address at once and we will forward a copy of the most complete and attractive Catalogue of reliable merchandise we have yet issued.

Every Home in Western Canada Should Have an Eaton Catalogue

If used freely in supplying all your personal and household needs, we are confident it will materially lessen the cost of living for you. Owing to present trade conditions very many exceptional values have been secured.

The Eaton Guarantee is Your Protection

So confident are we that the value offered by us in outer garments for men, women and children at prepaid prices are superior in quality, value, fit and finish to all others, and realizing how hard it is for you to make an intelligent comparison from pictures and printed descriptions, we suggest you order what you require, make any comparisons you desire, and, if not fully satisfied, make use of our free exchange offer, or have your money refunded, with the return charges, if paid by you, added. Our Guarantee protects you on every transaction. Our prepaid policy on outer garments also includes quick service—goods shipped separately by Parcel Post or Express.

Profitable Shipments in General Merchandise

In ordering general merchandise, which is not prepaid, the maximum of economy is obtained by making up an order of 100 pounds or over, but whether your order is big or small, you will find the Eaton price with the charges added the standard of **BEST VALUES** in Western Canada. Quality for quality. Get Eaton's 1914 Fall Catalogue and try it out.

AN EATON PREPAY VALUE

Above is fine quality whipcord suit, tailored style, for stout figures. Coat is semi-fitted, 32 inches long, with braid and button trimmings. Skirt is six-gore style with bottom sweep of 104 inches. Sizes 37 to 49 bust, and skirt lengths 38 to 43 inches. In black or navy. Order No. 1782666. **PRICE PREPAID 17.50**

THE T. EATON CO. LIMITED
WINNIPEG — CANADA

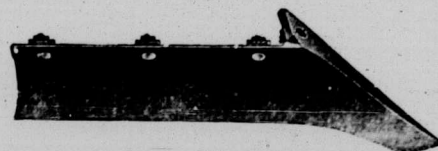
ATLAS LUMBER CO. LTD.

When you require LUMBER or other BUILDING MATERIAL, get in touch with us. We have branches in most of the principal towns in Alberta and Saskatchewan. Our Prices and Grades will satisfy you. Get our Prices on car lot orders before going elsewhere.

Address all Communications to

ATLAS LUMBER CO. LIMITED, CALGARY, ALBERTA

BUY FITTED SHARES DIRECT



12 inch each \$2.00
13-14 " " 2.25
15-16 " " 2.50

Freight Prepaid to your Station on Orders of one dozen or more.

Write for Catalogue.

Every Make and Every Kind Ready to Fit to your Plow. Buy from a Reliable House

THE JOHN F. McGEE CO., Winnipeg, Man.

WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE