POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, MAY 4, 1926

14

EATON'S PROGRESS SALES

A Series of Sales Containing Values That Are The Foundation of Our Success.

PROGRESS is indicated by the success of an institution founded upon the confidence of the public. Success is attained only by constant attention to details and this has ever been our policy. TIME AND OUR PROGRESS HAVE JUSTIFIED THIS OPINION.

EATON'S PROGRESS PRINCIPLES

Consisting of Cutting to a Minimum the Three Costs Determining the Price of Merchandise!

A—THE PRODUCTION

Our buyers purchase in immense quantities. Quantity production means a lower price per unit. You share this advantage.

THIS IS PROGRESSIVE BUYING

B—COST OF HANDLING

Our system of handling merchandise does away with waste. Thrift governs your purchase. There is no lost energy, no lost time, and no unnecessary labor. You do not pay the extra amount usually added to take care of wastage.

THRIFT ANOTHER STEP IN THE PATH OF SUCCESS INDICATING PROGRESS

C-THE COST OF SELLING TO YOU

Our method of selling also reduces the price of merchandise. The profit on each sale is extremely small. Progress is possible only through a maximum amount of sales made possible by offering the greatest values for the least money.

THIS IS PROGRESSIVE MERCHANDISING

The Values Below Are Only Possible Because Our Progress Principles Have Made Them So!

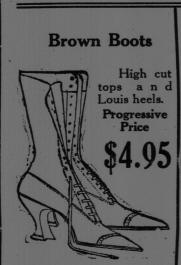


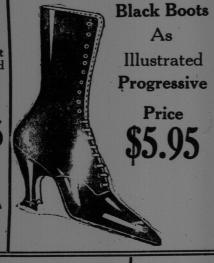




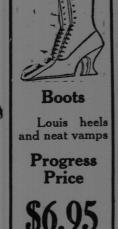


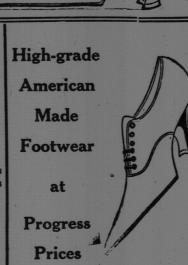


















Hi-Grade Novelty Footwear at Cut Prices



THE REASON FOR OUR RAPID GROWTH letter Styles! Better Quality! Better Service! Better Values! SHOP AT EATONS 205 Union Street

Opera House Block

women's shoes MAKER TO YOU



Words Spoken Forty Miles Away Engraved as Ordinary Disk is Manufactured.

London, May 5—Experiments which have been carried out here have resulted in the making of a talking machine record on wax of a voice transmitted by wireless telephone forty miles away While the voice was speaking at Chelmsford in the County of Essex,

where there is a high power instrument tapable of transmitting the voice many hundred of miles, the equipment at the receiving plant in the Strand, London, may 5—Experiments which have been carried out here have resulted in the making of a talking machine record on wax of a voice transmitted by wireless telephone forty miles away While the voice was speaking at Chelmsford in the County of Essex,

Where there is a high power instrument the voice many hundred of miles, the equipment at the policy manufactured to a recorder, which engraved as ordinary talking machine record out here have resulted in the making of a talking machine record when produced was perfectly audible, though a trifle "patchy" With larger amplifiers the result, it is said, would have been louder though a trifle "patchy" and have been louder though the voice was speaking at Chelmsford in the County of Essex,

LS IN THE
DIGNIFIED COMMONS.

This intention to wear overalls to the House and says he has become a convert to this means of smashing clothing prices. He clings, however, to spats, and has told an interviewer he will wear them in connection with his unparination ament, but will be combined

Tison, secretary of the A. F. of L., at Washington to the effect that Canadians when were included in a request made upon the United States government to bar cheap Mexican labor from the states with cheap labor.

MAIL TO WINNIPEG

BY THE AIR ROUTE.

winnipeg, May 4—The first aerial diverso as not to mail for western Canada was brought the request of President Gompers of the A. F. of L. on behalf of Secretary

Winnipeg, May 4—The first aerial diverso as not to mail for western Canada was brought there last night by Lieutenant A. F. Bingham of the Manitoba Aero Club, a purely formal solution of the main of the

MUTT AND JEFF-THE LITTLE FELLOW HANDS MUTT QUITE A JOLT

By "BUD" FISHER

