

Come and See Us While in Winnipeg

Are you going to take advantage of the Reduced Railway Rates during the Bonspiel to visit Winnipeg? If so, we want you to come and see us. Our store contains many conveniences that you are welcome to make use of, whether you intend to buy or not, whether or not you have ever bought from us.

Among the conveniences is a Resting Room that has become immensely popular as a meeting place for friends. **Visitors to the City are in the habit**

of making our Resting Room the place of appointment, and that is the

way we want it to be; we want the public to look upon our establishment as a great convenience, not only in the matter of establishing the standard of low prices, in bringing our patrons in close touch with the leading centres of fashion and manufacture, in making it possible for people, no matter where they live, **to enjoy all the benefits of dealing with a thoroughly modern and perfectly equipped city store,** but also to look upon it as a place where they are always welcome, where they can rest comfortably, where they can shop comfortably, where everything is done to save the busy housewife, or her consort, both time and trouble.

Our Great Mid-Winter Sale is now in full operation. Last month tens of thousands of people, living in every part of the Canadian West, profited by our wonderful bargains, and this month the same privilege awaits tens of thousands more. Originally the sale was intended to stimulate trade during what was at one time the dull winter season. It was intended to reduce stock before stock-taking on February 1, but it has grown in popularity until

now we are compelled to commence preparations for it months in advance, and instead of lasting but for one month it extends through January and February.

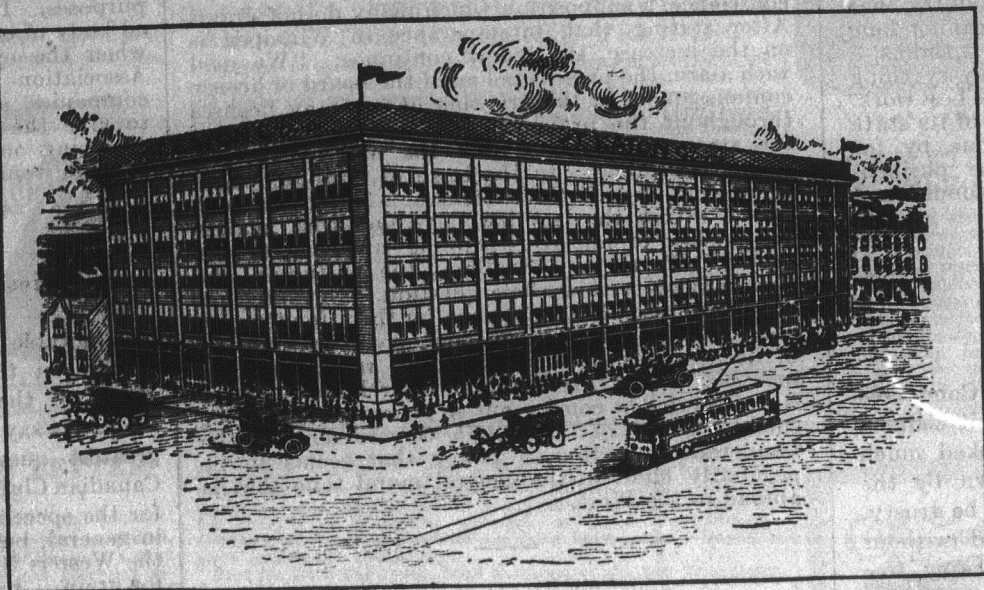
Everyone who lives in Western Canada can participate in it. Those living in Winnipeg can buy over our counters of course, and those who do not live in Winnipeg can buy from our January and February Sale Catalogue. It was issued about a month ago; if you have not received a copy, and if you cannot personally visit the store, let us know and we will send you one without delay.

And don't delay your orders. We made liberal preparations for big business, but at the rate Mail Orders are coming in some of the Catalogued lines cannot last long,

and when they are sold out we cannot duplicate them at the old prices. Naturally the early orders fare best.

We have also just issued a February Furniture Catalogue. It is filled with wonderful money-saving opportunities, and is well worth having and will want studying. It, too, is sent free on request.

Remember in buying from us you take no risk. If your order does not open to your entire satisfaction, return us whatever of the goods are not satisfactory and we will send other goods or the cash, as you desire. Our business depends on the confidence of the public, and the confidence of the public depends on fair treatment, and that is what we endeavor to give. If you have never dealt with us, ask your neighbors about our system of doing business. There are few places in Canada that do not contain some of our customers.



OUR MOTTO: The Greatest Good
to the Greatest Number

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

OUR TESTIMONIAL: Thousands
of Satisfied Customers