

# "HERE IT IS, MOTHER! EATON'S Big Bargain Book!"

OUR SALE CATALOGUE IS A GUIDE TO PLEASING ECONOMIES

EVERY DOLLAR YOU SPEND MEANS MONEY SAVED



You can have a copy of our Sale Catalogue by sending us your name and address; the sooner you do this the longer you will enjoy its MONEY-SAVING opportunities.

## "HERE IT IS, MOTHER!"—Just the Exclamation of All Kiddies When They Find "Something Good"

How natural, too, that they should carry it to "mother," round whom as a centre turns the whole life of the house! The one who knows better than any other just when and how different things are needed—a dress for little sister, boots for brother, a suit or overcoat for father, a chair for the dining room, a reading lamp for the "study" table, a saucepan, a dipper or some other article for the kitchen—and a hundred other matters that have to be watched and suggested by the mother of the average family. So, knowing, as she does, the many ways that the income of the family has to be spent, any suggestion as to how the needed goods may be bought and money saved is most welcome—the great EATON Midwinter Sale is such an opportunity—Our Special Sale Catalogue will tell you all about it. The two pretty dresses illustrated on the front cover are splendid examples of the bargains to be had, and give excellent promise of the ample money-saving opportunities that are pictured on the inside pages. Ladies' Whitewear, Men's, Women's and Children's Clothing, Boots and Shoes, Furniture, House Furnishings and special features from all other departments cram the whole 56 pages chock full of interesting items, on every one of which you can save money. Now is the time to look ahead, judge what you will need, make every dollar spent mean money saved by buying from our Midwinter Sale Catalogue.

IF YOU HAVEN'T RECEIVED A COPY, WRITE AND GET ONE NOW—IT WILL PAY YOU TO DO SO—YOUR NAME AND ADDRESS ARE ALL THAT IS NECESSARY

Genuine economies are pictured on every page of the EATON Midwinter Sale Catalogue. Write for it.

### THE T. EATON CO LIMITED WINNIPEG CANADA

Make your buying of supplies for the rest of the Winter a money-saving event. Use the EATON Sale Catalogue.