

October 10, 1917

# STYLE AND DURABILITY DISTINGUISH EATON CLOTHING



A Copy of  
the New  
**EATON**  
Catalogue

is yours  
for a  
post  
card.



## THE NEW EATON CATALOGUE

**SPELLS ECONOMY ON EVERY PAGE**

Our New Fall and Winter Catalogue is just brimming over with exceptional values in every-day wants. **Men's, Women's and Children's Wearing Apparel**, and all farm needs, including **implements, Machinery, Wagons and Harness**.

The need for things that winter weather makes so necessary—**Heavy Clothing, Stoves, Building Paper** and innumerable others is no doubt on your mind at this time.

**EATON'S** have anticipated your demands along those lines far in advance. In some cases six months and in others a year and even more. It is this foresightedness in merchandising that permits a selection so wide and varied as this store offers and at prices so consistently reasonable.

We invite you to examine this book, our new Fall and Winter Catalogue and would suggest comparison which is the best method of determining true value. Your name and address is sufficient and will send a copy of this book on its way to you immediately.

**SEND FOR IT TODAY**

### A List of Booklets Subsidiary to Our General Catalogue

Along many lines where detailed description is so necessary as to make satisfactory selection, we have issued special booklets for your convenience. This list of booklets includes: **Men's Clothing, Wall Paper, Modern Plumbing, Modern Homes and Farm Buildings**.

**ANY WILL BE SENT FREE UPON REQUEST**

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