

# OUR JANUARY AND FEBRUARY SALE CATALOGUE.

OUR January and February Sale Catalogue is out and is now being distributed. If you have not received a copy either we have not your name on our list or the copy we sent has gone astray. In any event let us know and we will send one. We want all to participate in this Great Sale.

It was originated to stimulate trade during the two winter months when business is most stagnant, and, to induce buying, prices are cut down to bed-rock.

Starting originally with white goods it has been extended to almost every department in the store, and the various departments in the store contain almost everything that is required in the home. It contains wearing apparel of all descriptions for men and women, all kinds of staples, millinery, and ribbons, gloves and hosiery, embroideries, dress goods, jewelry, silverware, tableware and cutlery, carpets, groceries, curtains and draperies, boots and shoes, furniture and all kinds of kitchen furnishings.

Every article is fully described in our January and February Sale Catalogue, and many of them are illustrated. The following are merely to show what kind of value may be expected in our January and February Sale.

## GREAT SAVING ON WOMEN'S WEAR.



In studying the Catalogue pay particular attention to the ladies ready-to-wear suits, skirts and coats. Among them you will find many opportunities of saving money. Material reductions have been made all along the line, and when you remember what Eaton prices mean you will have an idea of the kind of value that this saving represents.

Just a word about these garments and Eaton prices. The garments are made in our workrooms by expert work-people. At every stage they are carefully inspected and before being placed on sale are rigidly examined so that nothing is offered that will not stand the closest scrutiny.

The styles shown are the styles worn in the leading American and European centres of fashion.

All the materials used are bought by us for cash, direct from the mills, and in such quantities that we get the lowest possible quotations. The middlemen's profits saved by us by buying in this way and the profits we save by doing our own manufacturing, are enjoyed by our customers, for it is part of our business policy to be satisfied with a reasonable profit.

Here is a case in point, the accompanying illustration is of a suit that was made to sell for just one-third more than our sale price, and at that price was phenomenal value.

**Women's Stylish Suit** made of high grade imported all-wool Cheviot, colors black and navy, has 42 inch Paddock Coat, lined throughout with best quality satin, unlined skirt made with 13 gores, each seam finished with stitched straps of self, trimmed with buttons and ending in inverted box pleats, sizes 32 to 42 inches bust measure. Price \$15.00.

## JUST LIKE CUSTOM MADE CLOTHING.

Our ready-to-wear clothing for men is stylish in appearance, well made and remarkable value. Designed by experts and made by experts, it has a distinctive air about it that is ordinarily associated with the workmanship of high-class custom tailors. The great difference is the price. Our price is just about half of the others.

**W. J. 2. Men's Single Breasted Sack Suits**, in neat patterns of all-wool domestic tweeds, good linings and trimmings.

Special Sale Price, \$5.49.

**W. J. 3. Single Breasted Suits**, in fine all-wool domestic tweeds, neat patterns, good linings.

Special Sale Price, \$7.95.

**W. J. 5. Scotch Tweed Suits**, Single Breasted style, neat dark effects, best linings and trimmings.

Special Sale Price, \$11.95.

**W. J. 11. Double Breasted Suit**, in neat dark patterns of all-wool domestic tweed, strong linings.

Special Sale Price, \$7.99.

**W. J. 30 Men's Long Box Back Overcoats**, in fine smooth finished black beaver cloth, best Italian linings.

Special Sale Price, \$8.95.

JANUARY SALE PRICE.

**W. J. 31. Long Box Back Overcoats**, in imported Cheviot cloth, in plain Oxford grey, also black with indistinct stripe, best linings.

Special Sale Price, \$9.95.



## Some of our Special Sale Prices for Dress Goods.

WE are showing a splendid range of dress goods which have been materially reduced in price although they are all the latest colorings and fabrics. At the regular prices these goods were of special value; at the sale prices they are calculated to go far towards establishing this annual event as a popular money-saving opportunity.

**44 inch French Eolienne**, silk and wool, pretty cord effect, soft sheer material, with finest equal ling silk, full range of leading light and dark shades including black. Special Sale Price, per yard, \$1.05.

**54 inch Fancy Tweed Suitings**, good weight, for tailored

suits, multo mixtures in medium and dark shades, including black, assorted coloring. Special Sale Price, per yard, \$1.05.

**54 inch Self Colored Suitings**, in a good heavy weight, in stylish fancy weaves, all the leading shades including black. Special Sale Price, per yard, 98c.

**20 inch Black Peau-de-Chine**, a fine soft make with a rich soft finish, will not cut, beautiful pure black, drapes nicely. Special Sale Price, per yard, 43c.

**21 inch Colored and Black Taffeta**, extra heavy weight, a quality that carries our recommendation, in a range of all the newest shades. Crisp rustling finish and will not cut. Special Sale Price, per yard, 69c.

**28 inch Colored and Black Sateen**, good weight and an extra fine choice, quality, full range of leading shades including white and black. Special Sale Price, per yard, 11c.

**36 inch Self Colored Cotton Cashmere**, heavy weight, with

a soft well covered back, fast in color and washes beautifully, all the leading colors. Special Sale Price, per yard, 10c.

**36 inch Colored and Black Silesia, Waist and Skirt Lining**, good firm make. Special Sale Price, per yard, .07½c.

**27 inch White Fancy Muslin**, in neat stylish patterns, small plaid or check effects, and a range of pretty stripes, fine even make and free from starch. Special Sale Price, per yard, .09c.

**Swiss Guipure all over lace**, in a beautiful fine quality, good range, finest stylish patterns, a material that carries our recommendation for wear. Per waist length, Special Sale Price, \$5.00. Per yard, Special Sale Price \$1.00.

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