



## IMMENSE EATON BUYING POWER BENEFITS YOU

EATON'S UNUSUAL BUYING FACILITIES are to your advantage in two ways; a pronounced saving in price, which is made possible by our enormous quantity buying; a choice of selection from merchantise both foreign and domestic, that is practifically unlimited. Our buyers are continually scouring the wholesale and manufacturing district to the world's important markets.

For the latest fashion creations, the newest goods and the best opportunities for large turnovers, which naturally means more reasonable prices to you. Every new idea, every fashion, smart, conservative or extreffe, is carefully considered and then either accepted or rejected, according to the demands and needs of EATON customers; our criterion on all buying expeditions.

## YOU NEED NOT LEAVE YOUR HOME TO SHOP

It is this far-reaching and ever vigilant organization which makes it possible) for you to obtain the best of the world's goods without leaving your home. The new EATON Fall and Winter Catalogue fully illustrates the results of our buyers' efforts, and contains 520 pages, every one of which will be of interest to you.

If you have not received your copy, write for one; it will be sent by return mail, post paid and free of charge.

A list of bookfits giving complete and detailed description, includes Men's Clothing, Waltpaper, Modern Plumbing, Modern Homes and Farm Buildings, any will-be sent

WINNIPEG CANADA

The EATON personal shopper will serve you in selecting epacial merchandise not within the scope of our reqular catalogue, such as Trous