

DRESS MAKING HELPS

FROM THE EATON CATALOGUE

Where better than to Eaton's could you look in search of style correctness and latest ideas in dress materials? Paris, London, New York--the fashion centres of the world--speak to you from the pages of The Eaton Catalogue. Here in the Catalogue you will find the latest weaves and colors in dress fabrics and trimmings secured at first hand by our branch buying offices. All offered to you through the Eaton Mail Order Service with the positive assurance of satisfaction in every purchase.

So it makes little difference that you live a few miles or a few hundred miles from Winnipeg. Secure a copy of our Catalogue and if you wish, write for samples of Dress Goods. You'll be pleased with the materials offered--the pretty weaves and becoming shades--and there is a strong note of economy in every Eaton purchase that is heard nowhere more forcibly than when buying Dress Goods and Dressmaking Supplies.

The unequalled advantages enjoyed by this store in buying dress materials--we use a cost price so low that when we share these economies with our customers we are able to sell at prices so favorable that the ordinary standards of price comparison do not hold good at all. You simply cannot judge Eaton goods by the price. We say this lest our exceedingly low prices should mislead you as to the quality of the goods. An experience in buying Eaton dress goods will at once convince you of the very unusual values we offer.

And let us say to you, Madam, that Eaton stocks of dress goods were never more complete than at present. Ordering now, you have the advantage of selection from our entire range of materials and colors. The choice is so varied that you will most surely be suited. Should you write for samples please give the catalogue number of goods if possible. It is, of course, quite safe to order without seeing samples, for should the material purchased not prove to your liking we will promptly exchange it or refund the purchase price, we paying all charges on goods returned.

YOUR OWN CATALOGUE

Think of this Eaton Catalogue as being your very own. There is a copy for YOU. If your Catalogue has not been delivered it's because we do not know your present address. WRITE TODAY. Your Catalogue will go forward by earliest mail, free of all charge.



A MESSAGE TO YOU

The Eaton Catalogue for Fall and Winter has its welcome news of season's latest offerings, with the equally welcome price message of economy. And there is the added assurance of unquestioned reliability--the knowledge that satisfaction is guaranteed with every purchase.

FANCY WORK SUPPLIES AND DRESSMAKERS' SUNDRIES

The Eaton Catalogue, pages 140 to 153, offers every facility for the purchase of needed dressmaking and fancy work supplies. The season's newest novelties in buttons are shown and we are also in a position to make buttons, covered with your own material, to special order. You can thus get a perfect match. Full particulars and prices on page 149.

The Ladies' Home Journal Pattern Books

The Quarterly Style Book of Ladies' Home Journal Patterns for Fall is now on sale. Copies may be had at 20 cents, or 28 cents by mail. Each Style Book bought at this price has a coupon in it good for any 15-cent pattern, so that the book itself really costs you only 5 cents. There is also a Monthly Embroidery Book, the most complete of its kind and containing patterns for embroidery on waists, dresses, collars, borders, initial letters, centre pieces and cushion tops, together with the latest stitching designs. The Embroidery Book costs but 10 cents.



Dress Form
SD304. \$12.75



Bust Form
SD303. \$1.45

FASHIONABLE DRESS TRIMMINGS

Pages 135 to 139 of the Eaton Catalogue contain accurate representations of chosen embroidery and lace designs, insertions, braids, gimp and bindings, chiffons and dress veils. We do not stock dress trimmings over \$1.00 per yard, but when ordering dress goods you may safely leave the selection of trimmings to our experienced shoppers. We have trimmings in stock from \$1.50 to \$5.00 per yd. Send us a sample of your dress material and tell us your preference in trimmings. We will then send you the very best value possible at the price you allow. You will be under no obligation to keep the trimmings unless suited with your selection.

T. EATON CO. LIMITED
WINNIPEG CANADA

The Ladies' Dress pictured above is Pattern No. 1254 from the Quarterly Style Book of Ladies' Home Journal Patterns. The embroidery used in trimming the dress is from Pattern No. 1422, in the Embroidery Book. Such these books may be purchased at Eaton's. Read full particulars in this advertisement.

We willingly send samples of the Dress Goods shown in our Catalogue. When writing for samples please give catalogue number of goods or information which will guide us in selecting materials to meet your individual taste.