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DRESS MAKING HELDS

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 advan ages enjoyed by this store in buying dress materials of we us a cost price so low that when we share these eccomies with our customers we are shie to sell at prices so tavorable that the orinary standards of price comparison do not hold good at all. You simply cannot judge En on goods by the price. We say this best our exceedingly low prices should misslead 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 as 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 afte to order without seeing samples, for should the material purchased not prove to your liking as will promptly exchange it or refund the purchase price, we paring all charges on goods refurned.

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 Sty's Book of Ladies' Home Journal Patterns for Fall is now on sale. Copies make had at 20 cents or 28 cents by mail. Each Style Book bought at this price has a coupon in it goes for any 15 cents pulled and an additional control of the sale of Monthiston Pagist, the most completed of its kind- and containing patterns for employed and of the kind- and containing patterns for employed which are confirmed as a confirmed with the latest stee citing designs. The Embrudery Hook costs but 10 cents.

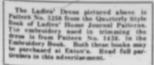


Bust Form

FASHIONABLE DRESS TRIMMINGS

Fages 125 to 129 of the Eaton Catalorus contain accurate representations of choice a nicroidery and lace designs, insections, braids, gimp and bindings, chiffma and dress nots. We do not a unable dress trimed as over \$1.00 per yard, but when ordering dress goods you may asing leave the subscite of trimmings to our experience shoppers. We have trimmings to since from \$1.50 to \$6.00 per yel. Send us a sample of your dress that draw far you preference is trimmings. We will then sand you the very test value preschide at the price you allow. You will be under no obliga-





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