

OUR MOTTO
The Greatest Good to
the Greatest Number

Mail Order News

OUR TESTIMONIALS
Thousands of Satisfied
Customers

Now Doing Business in Winnipeg

On July 27th, 1904, the first sod was turned on the site where now stands our Winnipeg store. On July 15th, 1905, the store was formally opened, and two days later we were doing business. In a material way the people of Winnipeg have expressed their appreciation of our coming. We promised them that we would reduce the cost of living. They have tested this statement and we do not think that they have found it idle boasting.

It is our intention to give our mail order friends also the benefit of our coming West. When they ordered goods from Toronto, much of the saving effected in price was handed over to express or railway companies. It will be different now. Charges will be very much lighter.

Where formerly there were weeks of delay in receiving orders, the time in future can be counted by days. Our Mail Order Department in our Winnipeg store is so perfectly organized that every order received will be promptly and carefully filled and packed, and shipped without delay.

We realize that what induced many to send to Toronto was the fact that they had the resources of a well-stocked city store to select from. In our Winnipeg store we offer the same wonderful variety, with this difference, however, that every article is adapted to the climate of the West. There is, furthermore, the great advantage of very much cheaper transportation rates to all parts of the West. It really means a saving of the charges between Toronto and Winnipeg, to say nothing of the great saving in time.

Our first Winnipeg catalogue has been sent out. If you have not received one, it has either gone astray or you are not numbered among our customers. In either case we want to hear from you. Drop us a postcard and by return mail we will send you a catalogue, free of all charge. In it you will find much valuable information, as it contains many money-saving opportunities.

Ladies' Ready-to-Wear Suits



Direct from New York and Paris, have come our inspirations for the styles we are showing in Ladies' Ready-to-Wear Suits. They are the exact representations of the suits now worn, or that are soon to be worn, in the world's great centre of fashion. The Costumes are made up in every sort of materials at present in vogue, and they can be had in a wide range of prices. Here are examples:—

K7191.—Walking Suit, made of imported Vicuna, Cloth Black and Navy, coat lined throughout with Mercerette, collar and cuffs trimmed with stitched broad cloth and fancy braid, skirt finished with side pleats **\$8.00**

K6983.—Walking Suit, made of all-wool worsted granite weave cloth, colors black, navy, and green; coat is lined throughout with Silkline and finished with velvet collar; nine gore skirt finished with side pleats, **\$12.00**

K6980.—Women's Suits made of imported broad cloth, colors black, navy, and brown; front and back of coat made of inlaid straps forming slot, seams has belt effect and trimmed with buttons, lined with tamaline silk; unlined Skirt finished with pleats and is finished with buttons to match **\$20.00**

Men's and Boys' Clothing

Nearly all the Men's and Boy's Clothing we sell we make in our factory from material bought for us for cash direct from the mill. The factories are equipped with every known labor saving device. Our prices are the manufacturers' prices and demonstrate what the saving of middlemen's profits mean to the consumer. The clothing is thoroughly well made, and being designed by experts, looks well and fits well. It is backed by our guarantee—"Money refunded if not satisfied."

Here are a few samples of our prices taken promiscuously from our catalogue:—

K310.—Dark domestic tweed, good weight, neat patterns, Italian lined **\$5.00**

K320.—Black and navy blue serges and clay twilled worsted in all-wool imported English materials, best linings **\$10.50**

K339.—Heavy Scotch tweeds and imported English worsted in all the newest colors of browns, olives and greys **\$15.00**

K652.—Boys' Suit, neat patterns of domestic tweed **\$3.50**

K659.—Boys' Three-Piece Suit, nobby, fancy worsted and imported Scotch tweeds **\$7.50**



ILLUSTRATIONS OF THE SUITS DESCRIBED HERE WILL BE FOUND IN OUR CATALOGUE.

We make a specialty of supplying estimates for the furnishing of houses and hotels throughout. We are prepared to supply everything in the way of furnishings, from the garret to the cellar, and we can fill the larder also with groceries renowned for their purity. We handle nothing about which we are in doubt regarding the ingredients. In the East, the name of Eaton is synonymous with pure groceries, and the same will be true in the West before we are long in Winnipeg.

Everything we sell
we guarantee

THE T. EATON CO. LIMITED
WINNIPEG, CANADA

Money Refunded
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