

EATON'S MIDWINTER SALE CATALOGUE

A book that offers you many opportunities to make every dollar spent mean money saved

NOW IS THE TIME TO PRACTISE GENUINE ECONOMY

True economy lies not so much in buying only those things that are entirely necessary as in buying them at the place and at the time when they can be procured for the least amount of money. More force than ever does this statement carry just at the present when, though our western country has this year received much money for its crops, yet the situation fronting the nation as a whole is such as to call for the husbanding of all our resources, both private and national. How forceful an argument this is, then, to the taking fullest advantage of such a wonderful chance of making every dollar spent mean money saved, as is **EATON'S** Big Midwinter Sale.

Write for the **EATON** Sale Catalogue

EATON'S

MIDWINTER

SALE

ENDING
FEBRUARY 28TH
1917

TWO PRETTY FROCKS

SPECIALLY LOW-PRICED

A CHARMING BUT INEXPENSIVE MODEL

17-1000. A most attractive, stylish and particularly low-priced Dress of Palladio Silk. The blouse has pretty sailor collar of Palladio, with over-collar of White Organza. The sleeves are full length, with dainty turn-back cuffs. The skirt is made with full flare, and is trimmed with self-covered buttons. Dress fastens in front. A pretty tie and drop grille complete this dress of excellent value. Colors: Black, Navy, Copenhagen Blue, Brown and Ivory. Skirt length 40 inches, with 2-inch busted hem. Size 32 to 44-inch bust. Sale Price, Prepaid **5.95**

ANOTHER DRESS THAT SHOWS

GOOD TASTE

17-1001. Another charming Dress of Palladio Silk, designed with pretty new square collar with self-embroidered sides, and over-collar of White Organza. The full-length sleeves have deep turn-back cuffs with self-embroidered scalloped edges to match collar. A row of self-covered buttons down the front puts the finishing touch to this pretty model. Choice of the following colors: Black, Navy, Copenhagen Blue and Ivory. Skirt length 38 inches, with 2-inch busted hem. Size 32 to 44-inch bust. Sale Price, Prepaid **5.95**

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

WHAT OUR SALE CATALOGUE WILL TELL YOU

From the two pretty dresses on the front cover, right through every page of the book, our Special Midwinter Sale catalogue is crammed full of bargains so interesting, so really worth while that once you turn the first page, you will not lay the book down until you have looked at it from cover to cover. Clothing for Men, Women and Children, Articles of Household Use, Grocery and Fish Specials, Furniture Features, Paints and Varnishes, and so on, all of **EATON** quality, are pictured and described, in every instance being specially priced at a genuine bargain figure—so low a price, indeed, as to only be made possible by the immense and perfected buying system of our firm.

Write for the **EATON** Sale Catalogue



FILL IN, TEAR OFF, AND MAIL THIS COUPON TO US WITHOUT DELAY—DEPT. T

NAME STATE WHETHER
MR MRS or MISS.

POST OFFICE

PROVINCE

Study Your Seed Wants for the Coming Spring, Buy **EATON** Seed, Save Money, and be Sure of Satisfaction

Send for our Special Seed and Grocery Catalogue, see the choice blooms and vegetables pictured on its pages, read the descriptions and count on the seeds growing according to conditions and the attention asked for them; then study the prices, and practise genuine economy by ordering **EATON** seeds and bulbs. As we do not send this special catalogue to our full mailing list for sale and general catalogues, you may fail to receive a copy unless you write for it. The book will be ready about the end of January, so if you want it, see that the coupon above is filled in and x marked in space below.

IMPORTANT—Mark X in this space, otherwise only a Sale Catalogue will be mailed

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