

# WHITE GOODS SALE.

HERE'S a certain foolish sentiment, limited to a select few, against buying things that are very cheap. In view of this sale it is in order for such people to strike up Hood's "Song of the Shirt," and for all our competitors to join in the chorus. But intelligent shoppers are not easily misled, and no amount of sentiment can interfere with active business.

As a matter of fact, manufacturers often run at a loss, rather than throw good people out of employment. Good materials are used, fair wages are paid, and things are made-up to be passed into stock and sold to the best possible advantage. Just about that time we happen along. Our ready cash is a temptation. Terms are arranged, the purchase is made, and the goods come here to be sold on the same saving basis as we bought.

Perhaps you object to such methods. Perhaps you prefer to pay high prices and give some merchant a chance to grow rich off your generosity. But the world isn't built that way, and this business isn't run on sentiment. Our aim is now, and always has been, "the greatest good to the greatest number." That means prices as low as possible consistent with good quality. It means looking after your interests as well as our own.

These values are the best we ever offered. No one need hesitate to buy out of consideration for the wage-earners. They were paid well for their work. The loss falls elsewhere—on those who are well able to afford it.

Among other things, the **White Goods Sale** includes:—

## Nightgowns.



- White Cotton Nightgowns (extra value), 24 tucks, insertion front, fancy braid, fine embroidery, edge trimming ..... \$1 00
- White Cotton Nightgowns, 8 tucks, 2 rows insertion, cambric frill round neck and down front ..... 0 48
- White Cotton Nightgowns, 2 rows cluster tucks, insertion and fine embroidery trimming ..... 0 75
- White Cotton Nightgowns, 8 tucks, lace trimmed ..... 0 25
- White Cotton Nightgowns, cluster tucks, embroidery insertion and lace trimmed ..... 0 35

## Chemises.

- White Cotton Chemise, cambric frill and insertion ..... 0 30
- White Cotton Chemise (extra heavy), fancy braid trimming ..... 0 38
- White Cotton Chemise, tucks, insertion and embroidery trimming ..... 0 45
- White Cotton Chemise, embroidery insertion, square front, shoulder strap and yoke ..... 0 85

## Drawers.

- White Cotton Drawers, 3 rows cluster tucks, fine wide embroidery frill, special ..... 0 75
- White Cotton Drawers (fine cotton), tucks, wide embroidery frill ..... 0 45
- White Cotton Drawers (heavy cotton), wide hem, fancy braid and tucks ..... 0 38
- White Cotton Drawers, deep hem, 3 tucks, lace trimmed ..... 1 24

## Corset Covers.



- Corset Covers (fine cotton), V front, trimmed, fine embroidery ..... \$0 40
- Corset Covers (fine cambric), with pointed yoke of fine embroidery, all sizes ..... 0 50
- Corset Covers (in fine cambric), embroidery trimmed, all sizes ..... 0 25
- Corset Covers, embroidery trimmed on neck and arms, high neck and close-fitting, all sizes ..... 0 15
- Corset Covers, untrimmed, high neck and close-fitting; 5 sizes, 32, 34, 36, 38, 40 in. bust measure ..... 0 09

## Skirts.

- White Cotton Skirts, 36, 38, 40 in. long, 2½ yds. wide, 4 cluster tucks, wide embroidery frill ..... 0 50
- White Cotton Skirts, 36, 38, 40 in. long, 2½ yds. wide, 7-inch cambric frill, 6 cluster tucks, edge embroidery, 10 cluster tucks above frill, yoke band ..... 1 09
- White Cotton Skirts, 36, 38, 40 in. long, 2½ yds. wide, 7 cluster tucks, and wide embroidery frill ..... 0 70
- White Cotton Skirts, 36 in. long, 2½ yds. wide, 3 tucks, broad hem ..... 0 25
- White Cotton Skirts (extra heavy cotton), 36, 38, 40 in. long, 2½ yds. wide, 6-inch hem, 5 half-inch tucks ..... 0 40

## Quilts.

- White Satin Quilts, size 11-4 ..... 1 10
- White American Crochet Quilts, size 11-4 ..... 1 00

White Honeycomb Quilts, size 10-4 ..... \$0 75



White Honeycomb Quilts, size 10-4, special ..... 0 89

## Linens.

- 64-inch Loom Damask ..... 0 35
- 66-inch Loom Damask ..... 0 40
- 62-inch Bleached Damask ..... 0 35
- 66-inch Bleached Damask ..... 0 50
- 70-inch Bleached Damask ..... 0 65
- Bleached Damask Napkins, size 22x22, per doz. .... 0 85

## Sheeting.

- 72-inch Bleached Sheeting, plain ..... 0 16
- 72-inch Bleached Sheeting, twill ..... 0 22
- 80-inch Bleached Sheeting, plain ..... 2 24
- 72-inch Unbleached Sheeting, plain ..... 1 24
- 72-inch Unbleached Sheeting, twill ..... 0 16
- Hemmed Sheets, size 2 x 2½ yds., plain, per pair ..... 0 79
- Hemmed Sheets, size 2 x 2½ yds., twill, per pair ..... 1 15

## Gents' Furnishings.



- Gents' White Lawn Ties, per doz ..... 0 25
- Gents' Full Dress Bow White Ties, 3 for ..... 0 25
- Gents' English Linen Collars, 3 for ..... 0 50
- Gents' 4-ply Linen Cuffs, per pair ..... 0 15
- Mens' White Unlaundered Shirts, linen front and bands, special ..... 0 29
- Mens' Laundered Shirts, linen fronts and bands ..... 0 49
- Gents' White Cotton Nightrobes ..... 0 49
- Gents' Flannelette Nightrobes ..... 0 49

We're enjoying ourselves immensely these days. The sight of great crowds in January and the fact of big sales in midwinter are enough to enthuse even a pessimist. It is possible—easily possible, to maintain the stimulating busy days, and we're doing the best we know how in that direction.

**MAIL ORDERS:**—The accuracy of our mail order organization during recent years is well known. A blunder occasionally—the means are human—but so seldom that the department is known as having a model system. Success proves it. We shall lift it this year above its own level, so that what has been good service before—far above the average—will be excellent now.

THE T. EATON CO. LIMITED,

190 YONGE STREET,

TORONTO, ONT.