

T. EATON CO.

Yonge St. Canada's Greatest Store. Toronto.

White Goods Enthusiasm!

January is no longer the dull month it used to be. Ample preparation and wide-awake management have enlarged the possibilities of business, and yesterday's crowd will be duplicated to-day. Such styles and prices in White Goods of every sort have never been equalled in our experience, and when we say that we sum up the experience of business all over Canada, the leading interest is Cotton and Muslin Underwear.

Vast quantities of new and attractive garments are being distributed at prices way below anything in the past. The entire stock is a revelation, and women will crowd the department all this month. The best time to come is while the assortment is at its best although we have goods enough to satisfy a big demand.

Above everything else we insist that you make comparisons. These plain, definite statements give you a good chance to compare.



White Cotton Night Gown, with high collar, long sleeves, same as cut, 29



White Cotton Corset Cover, high collar, long sleeves, same as cut, 18



White Cotton Skirt, 1 cluster of tucks, 8 inch full of elastic trim, same as cut, 43



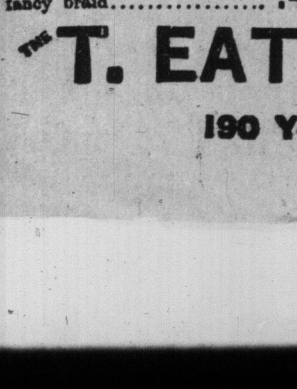
White Cotton Gown, 2 clusters of tucks, 2 rows of insertion, same as cut, 64



White Cotton Skirt, with 2 clusters of tucks, 8 inch full of elastic trim, same as cut, 1.15



White Cotton Skirt, very deep full of elastic, 3 rows of fine insertion put into full with elastic, same as cut, 2.85



White Cotton Gown, Mother Hubbard style, 4 clusters of tucks, 2 rows of insertion, same as cut, 1.73

White Cotton Skirt, 2 clusters of tucks, 8 inch full of elastic trim, same as cut, 1.00

White Cotton Skirt, lace trimming on neck and arms, same as cut, 1.23

White Cotton Skirt, pointed yoke of embroidery and insertion, same as cut, .39

White Cotton Skirt, insertion down front, trimmed with elastic, same as cut, .30

White Cotton Skirt, 1 cluster of tucks, full of elastic, same as cut, .48

White Cotton Skirt, 3 fine tucks, white cotton, same as cut, 1.23

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