NT, EATON OO.

## T. EATON CO.

Tgo Yonge St Canada's Greatest Store. Toronto,

## A PERFECT DEMONSTRATION

## Semi=Annual Sale of Furniture.

January gone-now for February! Last month surprisingly Dusy-now for still greater activity! We hold great bargain-making power, and we're going to use it to your advantage. Not a day passes without fresh proof of this store's supremacy. We make the public interest our own, giving customers the best end of each and every bargain.

It will be remembered that we began in a small way. It was thought consistent then to "rest up" during the winter months and take things easy until spring, Some merchants haven't got over that notion yet. Business is full of worn-out, tired-out men who live almost wholly in the past and struggle for the success that never comes. Because of that they find fault with the times, find fault with the city, find fault with us. And yet while others are resting we're simply Hustling and putting in operation the lowest prices ever quoted for brand-new goods. Business is concentrated by the great stocks and their cheapness-a legitimate result in an intelligent community.

The bold policy we inaugurated years ago was to anticipate needs and use ready cash to unusual advantage in collecting great quantities of goods for quick selling. The enthusiasm of the White Goods selling during January is a fair criterion of what to expect this Honth. Preparations for the "Furniture Sale", have been made with scrupulous care. During the manufacturers' dullest season we
placed large orders on a spot cash basis, besides gathering the surplus stocks of many well-known makers. Our idea is to reduce the cost to you and so increase the demand, and with such an immense outlet we run no possible risk if prices are low enough.

True cheapness makes the whole world kin. A magic circle forms - the manufacturer touches hands with the housekeeper, and both are happy in the larger possibilities of ready money. We buy in such quantities as few stores on the continent would dare buy, and instead of waiting to get the highest prices we can we make such values as will crowd the store with business. Quick sales are what we're after and that means fresh stocks and fresh attractions constantly, without regard to the month or season.

And so we swing into February with bigger stocks and better values in new Furniture than Toronto or Canada has ever known. Our methods have destroyed dull seasons and busy activity abounds as a matter of course. Home-owners and hotelkeepers, would much sooner buy now at the lower prices than pay fegular prices for regular goods in April or May. The difference to them is a very material saving. And the difference to us is plenty of business at a time when everybody says there's none to be got.

The special prices are only for February sales and all sales are made for February deliveries. The best things will go first as a matter of course, and when these lots are gone they cannot be duplicated at anything like the prices.






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## 7 Warwick Lane and Warwick Sq.,

London, England.

MAIN ENTRANCE190 Yonge Street, Toronto.

