

WHITE GOODS SALE



FOR four years past we've made it our special business to sell White Goods in January, and each year the selling has been bigger and better. Careful preparation for months in advance gives us an ample supply of new and worthy goods at prices decidedly below anything ever before attempted. We have facilities for manufacturing White Goods in tremendous quantities, and no store on the continent owns goods for less than we. With that fact sufficiently emphasized we're prepared to set our goods before you. Qualities are better than last year and prices are lower.

A perfectly arranged Mail Order system makes it possible for people to shop by mail and get precisely what they send for. That represents a material saving, with finished garments selling here almost for less than the bare materials would cost in an ordinary way.

The WHITE GOODS SALE will continue during the entire month of January, but the best time to buy is while the stock is at its best.

A copy of our January "STORE NEWS," containing full list of White Goods, will be mailed free to any address. Send us your name and address.

THE **T. EATON CO.** LIMITED.

Main Entrance—

190 YONGE STREET, - - -

TORONTO, ONT.