

THE T. EATON CO. LIMITED Canada's Greatest Store, 190 Yonge St., Toronto, Ont.

# A February Furniture Sale

THE big midwinter event that brings this store prominently before the buying public is our **February Sale of Furniture**—an event that is the climax of months of careful and painstaking preparation on the part of our Furniture experts. Our **February Sale of Furniture for 1900** will be the most important sale of the kind we ever attempted. Our preparations have been on a



larger scale than ever before, and have never been more painstaking. For our February selling we have an immense quantity of brand-new Furniture, selected from the best materials within our reach. Although factories are asking more to-day for their goods than ever before, our large orders, placed with them at a time when they most needed such orders, have made a big difference in the cost to us, and the saving thus effected will be turned over to buyers during this February Sale.

As for the Furniture itself, it carries our guarantee. We cannot afford to consider the cheap or inferior qualities, but insist on having the best qualities, first-class workmanship and finish, and up-to-date styles and designs.

An interesting feature of this Sale will be a magnificent collection of high-class American Furniture, which we have bought expressly for our trade. It comprises some of the finest and most elaborate Furniture pieces that ever came to Canada. These superior and high-class goods have been contributed by Grand Rapids (the fountain source of all the newest and best Furniture ideas), Chicago and New York, and represent the most up-to-date novelties and styles. The exhibit will be a unique one, being, so far as we know, the first and only one of the kind in Canada.



We have issued a Furniture Sale Price List for those living outside of Toronto, and so unable to visit the store during February. In this List the goods are accurately described, the illustrations being exact reproductions of the styles. You can make your selection from this list with absolute safety, and if goods are not as we represent them to be, we will refund your money. Send for a copy of this Furniture Sale List. It is free for the asking.

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190 YONGE STREET, - TORONTO, ONT.