

Canada's
Greatest Store.

THE T. EATON CO. LIMITED

The Greatest Good
To The Greatest Number.

190 YONGE STREET, TORONTO, February 8, 1896.

Furniture and Housefurnishings Sale

House Furnishings!

Special Values in Carpets!
Special Values in Curtains!

Perfectly New Goods go on sale this week at the lowest prices ever quoted. We mean to encourage an early trade in home comforts, and values lean hard your way. People persistently wait till the last minute for such things, and April and May are unusually busy months. Why can't the trade be distributed more? Why not buy now at bargain prices, with the further advantage of first choice, instead of waiting till everybody is in a hurry?

New Carpets and Rugs:

Ever buy Carpets or Curtains or Pictures or any home comforts in midwinter? According to tradition it's the wrong season of year. We have an idea, though, that people will buy Carpets, Curtains or any other House Furnishings right now if they're only cheap enough.

First glimpse of the new styles for spring. Don't you want to see them?

Carpet buying is particular business. Most people want to see what they're getting. That's right. Yet, you can't see the beginning and ending of everything. You can't tell how far a frog will jump by the way it croaks. You can't tell how long a Carpet will wear by the way it looks when first laid, unless you are sure of what make it is. After all, it's largely a matter of confidence, and the best you can do is to trade with the house in which you can put your confidence.

In Carpets we pay especial concern to what well-to-do people want; yet we do not neglect the sorts for humbler, quieter folks, those who give less care to home adornment. For instance, certain new styles are confined to our trade. We leave the beaten rout of what is past in retailing and strike out to please almost everybody with extra fine qualities at unusually low prices.

And any quantity of linoleums, oilcloths, rugs and matings, arranged in the largest, best lighted salesrooms. The rapid rolling of the stock, the most quickly changing stock in town, keeps the novelties at the front.

Carpets.	
Tapestry Carpets, 27 inches wide, in new designs, any colors, regular price 60c a yard; special50
Tapestry Carpet, 27 inches wide, in good light patterns, regular price 60c a yard; special50
Brussels Carpets, 27 inches wide, slightly soiled along edge, regular price 60c a yard; special50
Best 4-Frame Brussels Carpet, 27 inches wide, regular price \$1.10 a yard; special85
All-wool Carpets, 36 inches wide, best 4-ply good reversible patterns, regular price 60c a yard; special60
Union Carpets, 36 inches wide, reversible, regular price 25c a yard; special18
Passage Linoleum, 22 inches wide, with big border and plain centre, regular price 40c; special32

Pictures:

The picture gallery is by no means commonplace. You see here the very best results of art work at a trifle of expense, and the good judgment exercised in the selection is at once noticeable. Come and see the collection and apply thoughts of present buying to this department. Almost nobody but what enjoys a new picture, come when it may.

Was there ever a time when so much of real art could be taken into the home for so little money? Count the cost of frame alone and you'll wonder more than ever at the prices we're asking. Anywhere else you'd pay as much again for one anything like as good.

Oil Paintings, 9 x 17 1/2 in., oblong or panel shape, framed in light back, brass moulding, regular price 60c each; on sale Monday morning at ..	.25
Artotypes, size 22 x 28 in., framed in printed oak moulding, light and dark finish, regular price \$1 each; on sale Monday morning at ..	.53
Colored Pastels, size 14 x 20 in., panel shape, a large assortment of companion subjects, regular price \$1 each; on sale Monday morning at ..	.58
Colored Pastels, 20 x 24 in. picture, with fancy carved and bored 3-inch frames, in cream, buff, steel, olive, chocolate and gilt mouldings, regular price \$1.25 each; on sale Monday morning at ..	.73

Positive Proof.

We have repeatedly made the assertion that "this store has been of direct benefit to the community." Instead of turning over back pages in search of proof we refer to the Furniture Sale now under way. It is a vital instance of progressive methods in storekeeping and "the greatest good to the greatest number." We placed large orders with large Furniture manufacturers right in the heart of their dull season and paid them cash for everything. Think of the families dependent upon those factories for support and the encouragement they received at our hands! Now that the goods are here, we're ready to distribute them at the lowest prices ever quoted, not with the idea of "underselling," but because we bought cheap and always sell as we buy. Think of the thousands of homes directly interested in this

Furniture Sale

and then rant about "monopoly" if you can. The people have made this store what it is, and no amount of clap-trap can alter their opinion of a business that saves them heaps of money.

You may not be thinking just now of buying Furniture, but we shall be pleased to have you see—if only to see.

Curiously almost everything here in Furniture and House Furnishings is both higher and lower—higher in grade and lower in price.

Because of largeness of buying and many orders lodged in dull times and an outlet generally acknowledged to be greater than any other Canadian store, the opportunity to get exceptional values is very great. Two things are needful to the best buying—Money to pay with and ample outlet. We'd be ashamed to brag on either of these points; only let any manufacturer offer us desirable merchandise at sufficiently low price and see how quickly it will be tumbling into your hands at a small advance over cost. We told you at the beginning how it was values were so good. But manufacturers can't afford such prices all the time. Same men do not make goods simply for the fun of doing it. They make exceptions once in a while for the sake of tiding over a dull season and the ready cash we pay, but regular values are considerably higher than we're asking now. We're in earnest when we state that good, new Furniture never sold as cheap before, and we want you to accept the statement seriously. If you were buying at wholesale you'd have to pay more than we ask for similar goods. The display is very attractive, and we shall be pleased to show anything you want to see. Every day this month we shall offer special inducements in Furniture. Come and see! We might fill the paper with prices, but we much prefer to have you look at the goods. Styles and qualities are vital considerations. Compare ours with what you usually get for the money.



Bedroom Suites.
Bedroom Suite, hardwood, antique finish, square bureau, 20 x 24 inch bevel plate mirror, combination washstand, regular price \$10.50; special 8.55 || Bedroom Suite, ash, antique finish, large bureau, 20 x 24 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, combination washstand, regular price \$14; special | 11.75 |
Bedroom Suite, maple, antique finish, combination washstand, regular price \$14.50; special	11.75
Bedroom Suite, solid oak, hand carved and polished, circle shaped washstand, large bureau, 18 x 36 inch bevel plate mirror, heavy well-made bedstead, square bureau, 24 x 24 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, regular price \$20; special	16.50
Bedroom Suite, solid oak, hand carved and polished, circle shaped washstand, large bureau, 18 x 36 inch bevel plate mirror, heavy well-made bedstead, square bureau, 24 x 24 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, regular price \$27.50; special	23.50
Bedroom Suite, solid oak, hand carved and polished, circle shaped washstand, large bureau, 18 x 36 inch bevel plate mirror, heavy well-made bedstead, square bureau, 24 x 24 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, regular price \$40; special	31.50
Bedroom Suite, solid oak, hand carved and polished, circle shaped washstand, large bureau, 18 x 36 inch bevel plate mirror, heavy well-made bedstead, square bureau, 24 x 24 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, regular price \$47.50; special	38.50
Bedroom Suite, solid oak, hand carved and polished, circle shaped washstand, large bureau, 18 x 36 inch bevel plate mirror, heavy well-made bedstead, square bureau, 24 x 24 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, 4 ft. 2 inch bevel plate mirror, regular price \$60; special	46.00



Parlor Suites.
Parlor Suite, 3 pieces, in solid walnut, oak and imitation mahogany, upholstered in silk, tapestry, silk, with plush trimmings and spring seats, regular price \$22.50; special 18.75 || Parlor Suite, 5 pieces, solid oak and walnut frames, upholstered in tapestry covering silk, plush bands, regular price \$22; special | 16.75 |



Parlor Suites.
Parlor Suite, 3 pieces, fancy carved back, spring seats, upholstered in best quality silk tapestry and silk brocade, regular price \$38; special 31.50 || Parlor Suite, solid oak and walnut frames, double stuffed, buttoned spring seats, upholstered in silk brocade, regular price \$75; special | 57.50 |



Dining Room Sets.
Dining Room Set, antique finish, sideboard, with bevel plate mirror, extension table, turned legs, 3 leaves, 6 oak cane seat chairs, 1 arm chair, regular price \$25; special 17.50 || Dining Room Set, solid oak sideboard, heavy carved top, with large bevel plate shaped mirror, extension table, 7 feet long, polished, 5 chairs, 1 arm chair, upholstered seats, regular price \$30; special | 21.00 |
| Dining Room Set, solid oak sideboard, 4 feet 6 inches wide, 18 x 36 inch mirror, extension table, heavy turned legs, fancy rail, 4 leaves, 5 chairs, 1 arm chair, quarter cut back, solid leather upholstered seats, regular price \$36; special | 28.50 |
| Dining Room Set, solid quarter cut oak sideboard, 5 feet wide, 3 drawers and 3 cupboards, extension table, 4 feet wide, 10 feet long, 5 chairs and 1 arm chair, with solid leather embossed cobble seats, regular price \$75; special | 59.50 |



Parlor Tables.
Parlor Table, solid oak, 18 x 18 inch top, with shelf, regular price \$11; special 8.50 || Parlor Table, antique finish, 24 x 24 inch top, turned legs, with shelf, regular price \$12.50; special | 10.00 |
| Parlor Table, solid oak, 22 x 28 inch top, with shelf, shaped legs, regular price \$22.50; special | 18.75 |
| Parlor Table, solid oak, walnut and curly birch, assorted patterns and sizes, regular price from \$4.00 to \$6.00; special | 3.75 |



Chairs.
Rocking Chairs, solid oak, carved back, shaped wood seat, regular price \$1.50; special99 || Rocking Chairs, solid oak, upholstered leather, upholstered seats, \$2; special | 1.25 |
Rocking Chairs and Arm Chairs, solid oak and curly birch, solid leather upholstered cobble seats, regular price \$8.75; special	6.75
Rocking Chairs, solid quarter cut oak frames, hand carved and polished, silk tapestry and brocade upholstered spring seats, regular price \$15.50; special	12.50
Hall Rack, solid oak, polished, box seat, bevel plate mirror, regular price \$8.50; special	6.25
Hall Rack, solid oak, high back, carved and polished, assorted patterns, new designs, bevel plate mirror, regular price \$27.50; special	22.75
Hall Chairs, solid oak, high back, shaped wood seat, regular price \$5.50; special	4.00
Hall Seats, solid oak, fancy spindle back, 3 feet 6 inches long, regular price \$7.50; special	5.75

House Furnishings!



New Draperies.

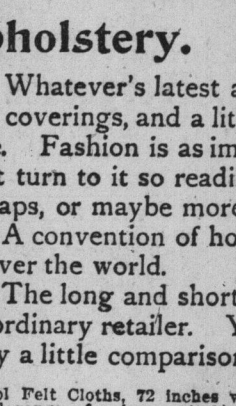
Is your home well-furnished? If not, why not? Home comforts never cost as little as now, and this store is all the time finding new ways to make them cost less.

Art things with the touch of the artist in every line and fold and thread. These new things to brighten and make a home out of what was a house.

The new is so much prettier than the old, and we could hardly have made a better collection had our whole energy been turned in that direction. A hundred new styles in Lace Curtains—all prices but the high. Yes, we're willing to let the Lace Curtain prices stand as the test of the whole stock.



Curtains.
Fine Nottingham Lace Curtains, new designs, in white or ecru, 54 inches wide, 3 1/2 yards long, regular price \$2.50 a pair; special 1.63 || Swiss Lace Curtains (Irish Point), new effective patterns, white or ecru, 50 inches wide, 3 1/2 yards long, regular price \$3 a pair; special | 1.93 |
Swiss Lace Curtains (Irish Point), 52 inches wide, 3 1/2 yards long, white or ecru, newest designs, very rich effects; special, a pair for	2.00
Chenille Curtains, 8 yards long, fancy dangle and heavy fringe top and bottom, in crimson, blue, terra cotta, fawn, golden brown, peach, green and electric, regular price \$2.75 a pair; special	1.98
Chenille Curtains, plain, 48 inches wide, 3 yards long, with heavy fringe top and bottom, in gold, brown, fawn, Nile, blue, electric, regular price \$2.50 a pair; special	1.63



Upholstery.
Whatever's latest and newest in curtains, portieres, drapery, coverings, and a little world of home decorative things, we have. Fashion is as imperious here as in dress goods, but you don't turn to it so readily. Its decrees are not as pronounced, perhaps, or maybe more extravagant.

A convention of household art ideas, with delegates from all over the world.

The long and short of value is that you buy on a par with the ordinary retailer. Your knowledge may be further enlarged by a little comparison.

The cost is trifling compared with the vast improvement a fresh coat of paper makes to a room. We're selling wall papers so cheap that it will pay you to buy now. We would like to show you what an elegant stock we have. You are always welcome to see the goods whether you buy or not.

Canadian Brown Blanks, grounded, suitable for bedrooms, regular price 8c per single roll; special5
3-inch Border to Match, regular price 50c a double roll; special30
White Blanks, grounded, suitable for halls, parlors and dining rooms, regular price 10c a single roll; special6
0 and 18 inch Borders to match, regular price 60c a double roll; special30
Glits, suitable for halls, dining room and bedroom, regular price 12 1/2c a single roll; special8
0-inch Border to match, regular price 80c a double roll; special40

MAIL ORDERS FILLED PROMPTLY.

THE T. EATON CO. LIMITED

190 Yonge Street, Toronto.