

EATON'S DAILY STORE NEWS

SAVE TIME—CALL MAIN 3501.
If you are ordering goods from more than one department, call Main 3501, and a shopper will make your purchases for you.

At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 8.20, 9, 10 a.m. and 1, 4 and 4.40 p.m.

Visitors Are Invited to Make Use of the Store Conveniences:

The Free Parcelling and Checking Room--Basement. Rest and Writing Room---3rd Floor. Information Bureau and Postoffice---Main Floor. Lunch and Grill Rooms---5th Floor.

WE prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces on both Mail Orders and City Purchases

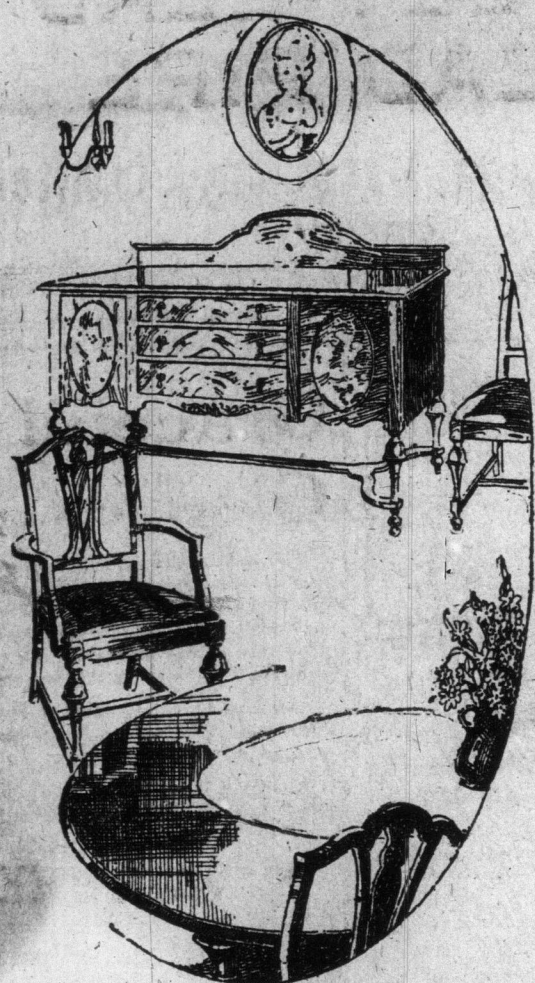
Wm. and Mary Furniture For Your Dining Room

Delightful Reproductions of This Graceful Old-time Design, Adapted to Small or Medium-sized Rooms and to Limited Pocket-books.

QUEEN MARY, wife of King William of Orange, had a great fondness for interesting furniture. And behold the impress of a woman's influence in the cabinet-making of the time. A dainty simplicity shows itself in line and motif—in the cup-turned legs, slender braces and noticeable absence of the heavy, ornate carving of the Frenchified furniture of the preceding reign of King Charles.

Hence the popularity nowadays of the William and Mary design for ordinary household use—and the special attractiveness of these delightful walnut dining-room sets now being featured on the second floor of the Furniture Building.

The set our artist has sketched represents a remarkable value at \$193.00. Developed in rich, black walnut, it consists of 9 pieces, viz., sideboard, china cabinet, round extension table, and 6 chairs with slip seats, upholstered in leather. The drawers, which are of dust-proof construction, have the antique drop handles characteristic of the design. A notable price value at \$193.00.



Another William and Mary design in black walnut shows a long, low sideboard, quaint closed china cabinet, round extension table and 6 chairs upholstered with a brown wool fabric. Price, \$485.00 for 9 pieces.

Louis XVI. and Mission Designs.

For a small room is a very pleasing dining-room set in mahogany, carried out in Louis XVI. design (straight of line and simple of motif), and consisting of sideboard at \$62.50, dinner wagon, \$23.50; 6 chairs, \$81 the set; china cabinet, \$42.50; oval extension table, \$51.00.

And in plain mission design in turned oak, admirable for bungalow use, is a set made up of sideboard, with mirror and shelf, at \$47.50; china cabinet, \$24.00; round extension table, \$36.00, and set of 6 chairs, with leather seats, \$38.25.

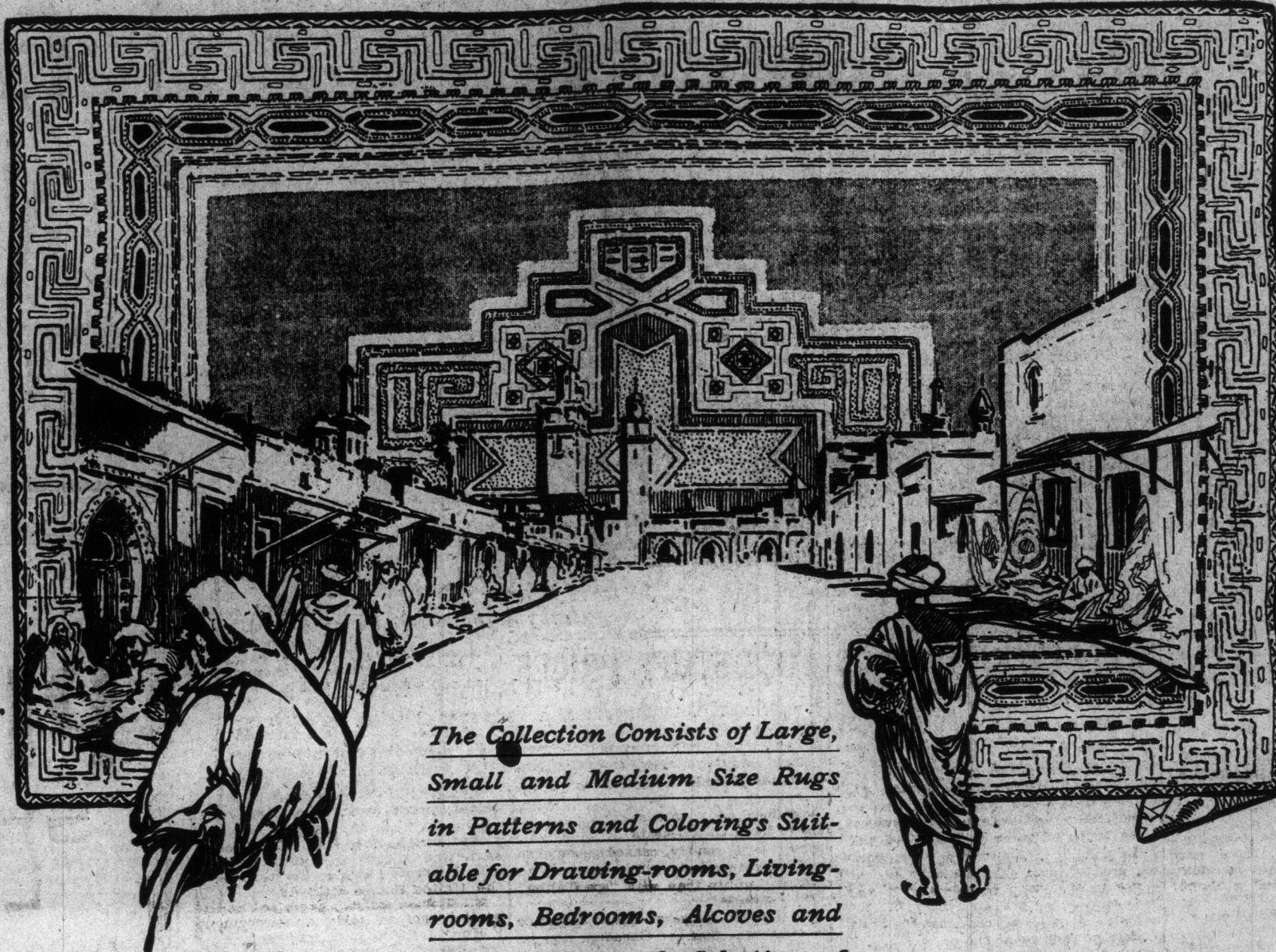
—Furniture Building, Albert and James Sts.

Carpet Sweepers, in Metal Cases, Special, Each, \$1.49

THESE Carpet Sweepers have cases of cold rolled steel with rounded corners, and are finished in baked enamel in mahogany finish. Trimmings on side, on handle and handle braces are nickel-plated. The handle is of polished maple wood, is 46 inches long, and screws into socket, so cannot be pulled out easily. Width of sweeper at widest part is 13½ inches. Height of box from floor about 4½ inches, so it will run under most pieces of furniture. Equipped with nickel-plated dumping levers and with cushion braid all round to protect furniture, and wheels are rubber-tired. The brush is made of good bristles and is full width of case. Extra salespeople and cashiers in the department for quick service. Wednesday, special, each, \$1.49. —Fourth Floor.

A Stupendous Special Selling of Fine Oriental Rugs

Beginning on Wednesday—a Remarkable Offering of Eastern Hand-tufted Carpets in Famous Persian, Caucasian and Indian Designs at Prices That Are Half and Less Than Half the Usual Market Prices To-day



The Collection Consists of Large, Small and Medium Size Rugs in Patterns and Colorings Suitable for Drawing-rooms, Living-rooms, Bedrooms, Alcoves and Halls—a Superb Selection of Artistic Floor Coverings at Figures Amazingly Low in Consideration of the Universal Increase in the Present Price of Oriental Carpets.

Designs Include

ANATOLIAN
TABRIZ
INDIAN CASHMERE
SHIRAZ MOSUL
HAMADANS
KAZAK
SUMAC AFGHAN

IN THE EARLY STAGES OF THE WAR our buyers foresaw the present disturbance of the Eastern Rug market. They made their purchases accordingly, and were fortunate in procuring an immense consignment of most desirable carpets at exceptionally favorable prices. It is a certain collection from this purchase which will be offered in this special selling, which begins on Wednesday morning—a collection of fine hand-tufted Eastern rugs marked at the same, and in many cases many dollars less than the prices prevailing two or three years ago.

Following are some of the groups of rugs featured for the first week of the selling

Anatolian Rugs in large sizes and colorings suitable for drawing-rooms and living-rooms—shadowy medallion and all-over designs, in warm, rich combinations of ivory, blue, tan, green and old rose.

10' 3" x 7' 11". Special price..... \$125.00
12' 6" x 9' 5". Special price..... 175.00
13' 7" x 10'. Special price..... 206.00
15' x 11' 7". Special price..... 250.00
15' 1" x 11' 10". Special price..... 275.00
12' 3" x 9' 4". Special price..... 190.00

Tabriz Rugs—beautiful medallion effects in ivory, tan and Persian red, ideal for drawing-rooms, reception rooms and hand-somely furnished bedrooms.

14' 2" x 9' 10". Special price..... \$190.00
12' 8" x 8' 5". Special price..... 175.00
12' 4" x 9' 1". Special price..... 175.00
12' 2" x 9' 8". Special price..... 175.00

Shiraz Rugs—In the dark, rich brown, tan, and old rose tones so popular for halls, dens and libraries.

10' 6" x 8' 8". Special price..... \$75.00
9' 2" x 8' 7". Special price..... 75.00

8' 1" x 5' 10". Special price..... 65.00
8' 4" x 5'. Special price..... 65.00

Afghan or Khiva Rugs in formal octagonal patterns of blue or black on a ground of warm coppery brown or mahogany—most desirable for libraries, living-rooms and well-furnished offices.

7' x 10'. Special price..... \$90.00
9' x 7' 6". Special price..... 65.00
8' 8" x 6' 10". Special price..... 90.00
8' 9" x 7' 3". Special price..... 80.00
8' 3" x 7' 5". Special price..... 65.00

Indian Cashmere Rugs in all-over designs in the combinations of mellow brown and old rose, much in demand for rooms with Jacobean furniture.

7' x 10'. Special price..... \$ 75.00
12' 1" x 8'. Special price..... 125.00
12' 9" x 9' 2". Special price..... 175.00
14' x 9' 1". Special price..... 190.00
15' 2" x 12'. Special price..... 250.00
10' 6" x 13' 9". Special price..... 350.00
10' 10" x 8' 2". Special price..... 95.00

The Great Four-Day Sale of Blankets Continues Wednesday

Featuring in Particular Remarkable Qualities at \$5.45 and \$5.00 Per Pair.

THIS SEPTEMBER SALE OF BLANKETS is a long-established event, and as this season's offerings were purchased over a year ago, and prices are less than present mill quotations, these will be four days of startling bargains in blankets—such as will not be repeated in many a day. Wednesday, the second day of the sale, will be featured the following remarkable PRICE values:

White Union Blankets, made from good quality wool, with a small percentage of cotton added to prevent shrinking. They are soft and durable, and are offered at considerably under their present value. Pink and blue borders. Size 66 x 86. September Sale, Wednesday, pair, \$5.45.

White Union Blankets, soft, durable quality, made from Canadian wool with a little cotton added to prevent shrinking, and to add to wear. These were bought when the wool market was not quite so high as it is at present, so you save by buying now. These have pink and blue borders. Size 60 x 80. September Sale, Wednesday, pair, \$5.00.

White All-wool Blankets, the production of one of our best mills, made from good, long wool, free from grease. These are very soft, durable quality, whipped single, pink and blue borders, 8 lbs. weight. Size 68 x 88. September Sale, Wednesday, pair, \$9.95. —Second Floor, James St.

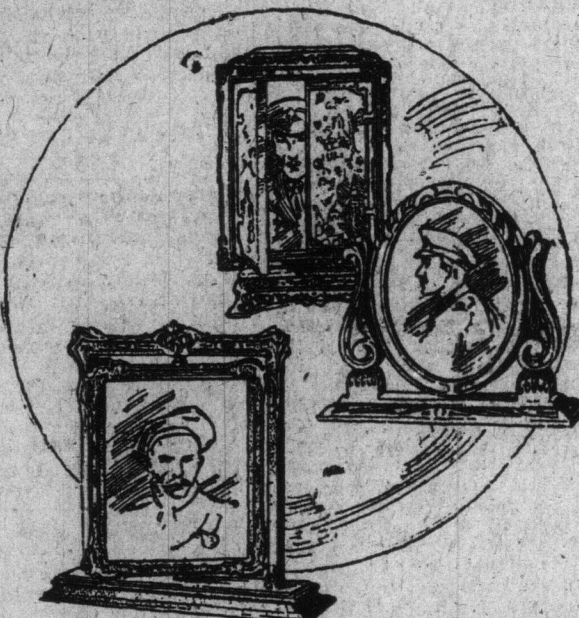
Out-of-town customers who wish to purchase anything advertised on this page should address their orders to the "Shopping Service."

Delightful Frames for Soldiers' Photographs

Of the Interesting, Uncommon Type You Associate With the Little Specialty Shops of Paris and London.

MOTHERS AND SISTERS, sweethearts and wives have been seizing upon these frames with joy. For the pictures of their best-beloved menfolk overseas, they are frames of the most desirable kind—worthy of the photograph that is prized above all others. We believe, in fact, that there is not another such collection of interesting and exclusive designs in Canada.

Some of them are in antique gilt, others in inlaid gumwood, and a number in black lacquer, exquisitely inlaid in quaint old floral effects.



The old-fashioned door style picture frame is included, also swinging mirror effects. Some provide for the holding of two photographs. There is a good range of sizes, and prices run from \$3.75 to \$20.00.

—Picture Department, Fourth Floor, Queen St.

This is Interesting

GIVE yourself a good excuse for carrying one of the fashionably enormous knitting bags. Make a sleeveless sweater for some soldier or sailor, who, in a few months' time, will be in the icy throes of another winter campaign. Such jackets require ¼ lb. of wool (grey beehive, double knitting yarn at \$2.50 per pound, or Canadian khaki yarn at \$1.75, are suitable for the purpose), and one pair of Number 5 or 6 needles (20 and 30 cents a pair). Following are the directions for making:

Sleeveless Sweater—Cast on 72 stitches, knit 4, and purl 4 for 3 inches; then knit for 21 inches. For neck opening knit 24 stitches, bind off 24 stitches, and knit 24. Knit 4 ribs on each side, knit 24 stitches, cast on 24 stitches, and knit 24. Knit for 21 inches, knit 4, and purl 4 for 3 inches, and bind off. Sew up side seams, leaving ample arm hole. Knit ½-inch edge around neck.

If you have any difficulties with your task, bring them into the art needlework department, and the knitting instructress will straighten them out for you.

It is no idle rumor that narrow skirts are back into vogue. Two or three of the Paris gowns just arrived measure no more than a yard and a quarter around the ankles.

And 'tis a fallacy to think that narrow skirts must be long. Six to eight inches from the ground is the prevailing length.

Again let us remind you of the colors that Fashion is calling her particular own this autumn—mole, beetroot, Maduro brown (tete de negre), balsam green, taupe, Burgundy, purple, plum, Twilight and navy blue, Cuban brown, and black. You can make up your costume in any one of them—from headwear to hosiery.

The Scribe