

EATON'S DAILY STORE NEWS

60,000 Yards of Oilcloth and Linoleum at Special Prices Today and Following Days

One of the Most Noteworthy Events of the Year in the Floor Covering Department, Featuring a Splendid Variety at Prices That Are Far and Away Below the Usual Amounts

Months ago our buyer began to plan for this, and so successfully that we have now assembled carloads of oilcloth and linoleums, one of the finest assortments it has ever been our good fortune to offer at special prices. All are excellent makes, some being the manufacturer's regular qualities, some slightly imperfect, and included is every type of design—heavy makes and big tile or parquet patterns suitable for stores, public buildings, etc., as well as the hardwood, block, tile, floral, and matting effects that are popular in private homes. Worthy of special emphasis is the fact that, despite the great advance in the cost of materials, the prices compare favorably with those of other similar offerings, so that by taking advantage of these special prices you can effect a substantial saving.

Hence it will pay you to anticipate your needs, and if you are likely to need linoleum or oilcloth during the next few months, buy it now. Come today and see the vast assortment, and bring the sizes of your rooms with you. Here are some of the special values:

Heavy Floor Oilcloth in widths of 36, 45, 54, 72 and 90 inches, in block, floral, matting and parquet designs, in bright, clean colorings. Splendid choice. Special price, per square yard43

Heavy Printed Linoleum, two yards wide, at 67c. Splendid selection in block, hardwood and floral designs, in light and medium colorings suitable for halls, kitchens, bathrooms, bedrooms. This is one of the very best values. Special price, square yard67

Heavy Printed Linoleum, two and four yards wide, a thick, heavy wear-resisting floor covering in clear, well printed designs, offering an excellent choice of block, floral, tile effects; wide enough to cover average room without a seam. Special price, per square yard74

Extra Heavy Printed Linoleum, four yards wide, a very thick heavy quality in block and floral designs, in light, clear colorings. Special price, per square yard83

Extra Heavy Quality Floor Oilcloth, offering choice of tile, block and floral designs, showing the latest color combinations, in the standard widths; an excellent quality for wear. Special price, per square yard .51

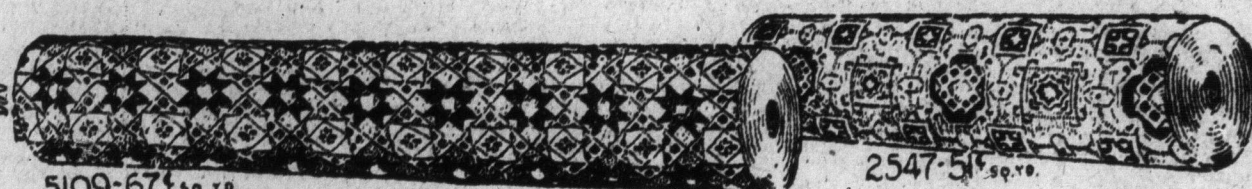
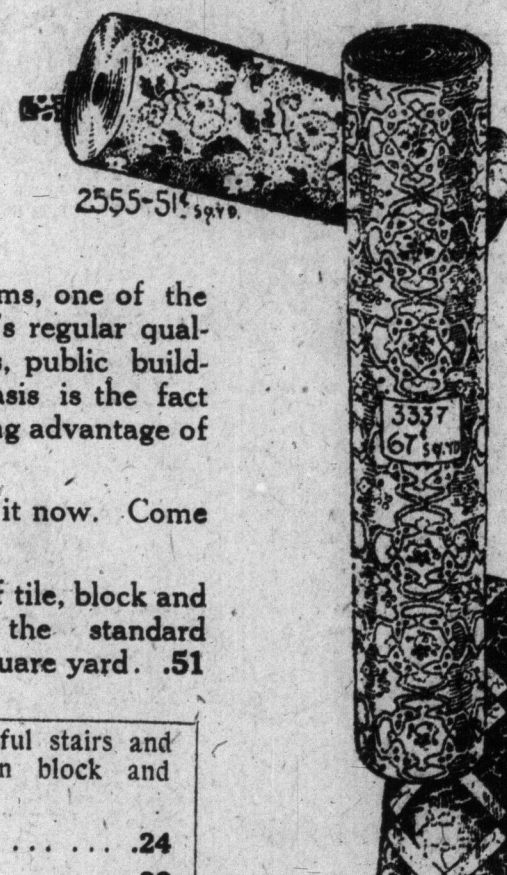
Thousands of yards of Painted Back Stair Oilcloth, useful stairs and runners across the carpet to protect it from soil and wear. In block and floral designs in a variety of colorings:

18 inches wide. Today, special price, yard24

22½ inches wide. Today, special price, yard32

27 inches wide. Today, special price, yard37

Heavy Linoleum Rugs, give splendid service, in a variety of designs and colorings, suitable for various rooms. Size 6.0 x 10.6. Today, special price6.75
—Fourth Floor.



Extra Good Offerings in Picture Framing Today

Any picture up to size 16 x 20, framed complete, in your choice from 12 mouldings, 1" or 1½" walnut finish; 1½" mahogany and gilt; 1½" or 1" gilt; 1", 1½" or 2" mission oak. Bring in your pictures. Complete with glass and back. Today, each1.00

Any picture up to size 11" x 14", framed complete in your choice from 20 patterns of mouldings. Bring in your photographs, enlargements, certificate, art supplements, or anything that needs a frame. These mouldings are ½" or ¾" mahogany finish; ¾" or 1" walnut finish; ½", ¾" or 1" gilt; ¾", 1" or 1½" mission oak; ½" or 1" white enamel. Complete with glass and back. Today, each50

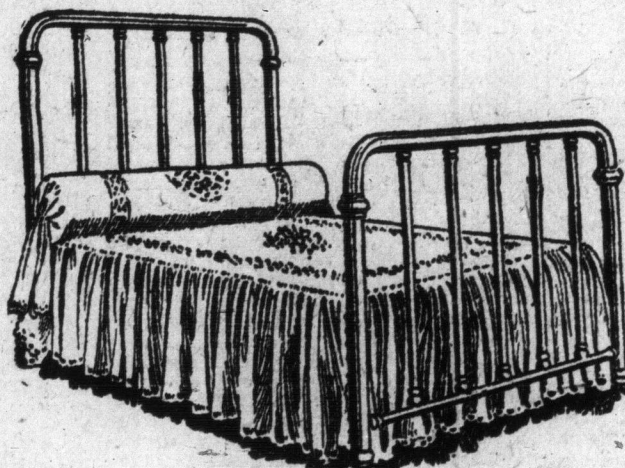
See our new stock of Hand-made frames for photographs and much-valued pictures. Many of these frames are a work of art in design and color. Oval and square frames, hand-carved frames, richly ornamented composition frames, Japanese lacquer frames, hand-decorated frames, etc. Sizes from 5" x 7" to 16" x 20". See special show today.
—Fourth Floor.

Brass Bedstead, Double Woven Wire Spring and Ostermoor Mattress, the Three Pieces for \$45.00

Here is a special offering for today that should interest many, for the savings are certainly unusual. The brass bed is in the splendid design illustrated, two-inch continuous posts with large husks, and five upright fillers with shaped mounts. Bright or satin finish. The spring is a double woven one with heavy cable side supports and four under cable stretchers with steel brace. The Ostermoor mattress needs little comment, almost everyone knows it. This is the standard Ostermoor mattress of layer felt, covered in blue or fawn art ticking. Sizes 3' 6", 4', and 4' 6". Special, today, the three pieces for45.00

"Queen Anne" Bedroom Suite, in Mahogany or in Ivory Finish, for \$178.00

This is certainly an outstanding value in bedroom suites—one reason being that it is made in our own factory. In addition to being an excellent reproduction of this favorite period design there are some features that are quite modern. For instance in the dresser the top drawer is divided, and has pin trays and compartment for small wares; the toilet table has powderpuff box and division for creams and other toilet preparations, and the chiffonier has top drawer divided



for shirts and even has collar and stud boxes. The chiffonier has separate mirror on stand. Suite consists of dresser, bedstead, chiffonier, three-mirror dressing table, and upholstered bench and chair. Complete178.00

Also These Good Values in Dressers and Pillows

Dressers, in three designs, are in quarter-cut golden oak, walnut or mahogany finish.

They have oval or shaped bevel plate mirror, 40-inch double top, and full length drawers. Price22.50

Bed pillows of mixed feathers, are covered in heavy striped ticking, weight about 6 lbs. Price, per pair, 1.75
—Furniture Building, James and Albert Sts.

Window Shades, Less Than Half Price, at 48c and 68c Each

About the first thing that is done at house-cleaning time is to go over the window hangings and shades, and see what needs replacing. In the matter of shades it will pay to do this now, and if you need new shades share in this big offering today. These are made of Scotch Holland window shade cloth in a very light grey, which is most serviceable, and is suitable for almost any room.

Sizes 30" and 36" wide by 6' long. Half-price, each48

Sizes 42", 47" and 53" wide by 6' long. Half-price, each68

50 Inch Madras Casement Cloths at \$1.00 a Yard

The Madras Casement Cloths are new semi-transparent fabrics that will be welcomed, especially where the usual casement cloth is too opaque and excludes too much light. These new fabrics are as effective as drapes, but allow a certain amount of light into the room. They are in two-tone effects, and include such wanted shades as brown, rose, mulberry, blue, and several greens. 50 inches wide. Per yard1.00

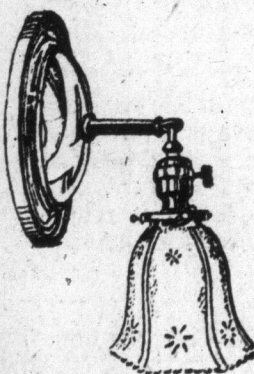
Extra Good Values in Electric Fixtures

Electric Wall Brackets, in brush brass finish, and with neat canopy, socket hangs on cast link ends. Extra good value at1.25

Mahogany finish Table Lamps in plain and Colonial and ring turned designs, stand about 14¾" high. They are also wired with silk cord and have chain-pull socket and an attachment. Good value at2.35

Upright Gas Burners are extraordinarily good value at such a small price as 68c. These gas burners have an opal globe and Welsbach mantle68

3-Light Electric Shower Fixture in brush brass finish, has neat pan suspended from ceiling canopy by three chains. Each socket is fitted with amber bell shades. Good value at5.00
—Basement.



New Wall Papers, Many With Cut-Out Borders, at 10c Roll

Canadian and American Papers in dainty stripes, floral and figured papers in light shades of grey, pink, blue, yellow, etc.; also the darker buff, brown and green shades in set figure, conventional block, and broken stripe effects for kitchens, halls, dining-rooms, etc. Many have fancy cut-out borders, some edged with gilt.

Chintz and Shadow Effects in Wall Papers

English Bedroom Paper in chintz, stripes and shadow patterns, soft pink, blue, yellow, mauve, helio, grey and green shades, some with touches of black. Single roll85

New American Papers printed on stock 30" wide in soft two-tone colorings of grey, blue, buff, brown, tan, etc. also rich tapestry effects in leaf, scenic and floral patterns in soft color combinations. 30" wide. 6 yard rolls80, 75, 90

Burlaps, Chair Rails and Mouldings

Dyed Wall Burlaps in blue, brown, tan, green, red and natural—a durable wall covering for halls, dens, dining-rooms, offices, stores, etc. 34" and 36" wide, per yard50

CHAIR RAILS AND MOULDINGS.

1½" Imitation Oak Chair Rail, foot. 2½
2" Imitation Oak Chair Rail, foot. 3½
2½" Imitation Oak Chair Rail, foot. 4½

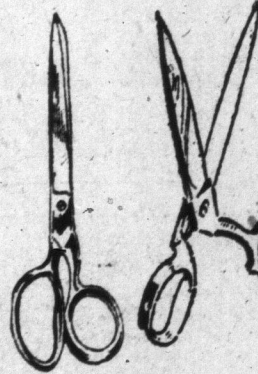
Varnish Stains and Wax

Light and Dark Oak Varnish Stain for floors, woodwork, furniture, etc. Stain and varnish in one application. Quart. .48

Johnson's Prepared Wax, tin60
Old English Wax, tin50
—Fourth Floor.

Steel Laid Work Shears, Specially Priced, 65c Pair

This is a purchase of fine quality steel laid work shears which, having slight defects, cannot be sold for perfect goods; but for all practical purposes they are quite satisfactory, since the faults are not in the quality of steel, but in small details of finish. They are in three sizes, 7", 7½" and 8", in both bent and straight bows, and in full nickel-plated or with nickel-plated blades and black japanned handles, as illustrated. The price of these shears is far below usual, and the opportunities of such values are becoming rare, because of the difficulty in obtaining steel goods, so you will do well to secure them now at, per pair65
—Main Floor, Yonge Street.



T. EATON CO. LIMITED