

EATON'S develop films at 5c per roll. Mail them or bring them to Camera Section, Main Floor.

EATON'S DAILY STORE NEWS

SAVE TIME. SHOP WITH A TRANSFER CARD. Ask for a Transfer Card when you make your first purchase; each purchase is then added. You pay total at Pay-in Station, Basement.

Meeting the New Needs of Autumn

Columbia Knitting Yarn

Ideal For the Fashionable Wool Sweater Coat, Being Obtainable in a Whole Rainbow of Blues, Pinks, Greens, Yellows and Browns

OF COURSE, you are knitting a sweater coat for yourself or your little girl—or hoping to do so soon. Everybody's doing it. For how simple the task is, and how effective and useful the garment!

Wherefore it behooves us to draw your attention to the many attractions of Columbia Shetland Floss, a large consignment of which has just arrived in the Art Needlework Department. Beautifully soft and resilient in texture, it is admirably suited to the knitting of sweater coats, house jackets, babies' bonnets and articles of like nature. Also for the crocheting of infants' jackets, shawls and scarfs.

Its range of shades includes pink, rose, terra cotta, cerise, pale blue, Copenhagen, yellow, orange, grey, light and dark green and purple. Price of Columbia Shetland Floss, 40 cents per skein.

—Second Floor, Centre.

English Magazines for Aviators

"FLIGHT"—10 cents.
"The Aeroplane"—10 cents.
"Aeronautics" (weekly)—10 cents.
—Book Dept., Main Floor.

Botany Worsted Sweater Coats, Thursday, Special, \$3.95

The quantity is not large, so we would advise you to come early. The sweaters are smartly made, with collars, sashes and patch pockets. All button in front, and the colors include rose, Copen., green, cardinal, white, etc. Sizes 14 to 16 years. Offered at less than usual cost of production. Special, Thursday, \$3.95.

—Third Floor, Centre.

Heavy Lustrous Satin Ribbons, 5 1/2 Inches Wide, 25c

Such a wonderful offer, coming as it does right at the opening of the Fall Millinery Season, is made possible by the purchase, at an advantageous price, of the entire Canadian stock of this beautiful ribbon imported from France. The lot comprises about 5,000 yards, including a new assortment of Fall shades, and is offered Thursday morning at just half to-day's mill price. It is a firm and rich satin and there are browns in shades from Havana to seal; nine shades of blue; rose and wine, rich purple and plum shades; also grey, mauve, hunter's green, emerald, and pastel shades of maize, pink, sky, ivory, and white. This is indeed a remarkable offer of high-grade satin ribbon and well worth being on hand early to secure a supply if you need ribbons for millinery, fancy work bags, sashes or dress trimmings. 5 1/2 inches wide. Thursday, yard, 25c. —Main Floor, Yonge St.

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.

EARLY CLOSING

Saturdays 1 P. M. Other Days 5 P. M.

No Noon Delivery on Saturdays

At Your Service---Our Special Order Departments



Mentioning a Few of the Kinds of Work We Will Do Specially for You—From the Making of Cushions and Lamp Shades for Your Living-room to the Re-modeling of Your Fur Coat and the Embossing of Your Notepaper—to Say Nothing of Re-plating Your Silver Tea Set and Making You a Brooch From a Military Cap Badge. Thus:



Lamp Shades and Slip Covers

Lamp shades in silk, chintz or lace, in styles to suit simple or impressive ways of furnishing. Sofa cushions—round, square, oblong, bolster-like or oval, made in silk, velvet, brocade, satin, chintz, tapestry, lace or embroidered linen.

Lace panels for windows and doors—in filet, Venetian point, Cluny and other fashionable designs.

Bedspreads, dresser covers and table cloths in lace, chintz or silk.

Table runners of tapestry, velours, art serge, silk or chintz, for living-rooms, libraries and dining-rooms.

Bedroom boxes, covered in chintz, denim, etc.

Curtains made of net, lace, chintz, satin, casement silk, etc.—in valance, French hem and draped effects.

Portieres made of velours, brocade, tapestry, Kells cloth, etc.

Slip-covers of chintz, for chairs, sofas, footstools, etc.

Furniture re-upholstered and, when re-upholstering demands it, repaired and re-finished.

Flags made in any special size required.

Stationery Engraved

Wedding invitations and announcements, engraved or printed in script or Old English.

Visiting cards engraved or printed. Notepaper embossed from die, with address, crest, monogram or initials.

Notepaper printed with name or address.

Card trays, ash trays, etc., made from the copper plate of wedding invitations or announcements.

Decorating—Picture Framing

Walls and ceilings papered, woodwork and radiators painted—everything in the way of interior decoration that makes a charming and appropriate background for simple or elaborate schemes of furnishing.

Photograph frames made in special designs for all types of single portraits, groups, etc., with a particular featuring of the framing of soldiers' pictures.

Picture frames made for oil paintings, water colors, etchings, engravings, etc.

Honor rolls designed for churches, schools, clubs, etc.

Desiring Badges—Repairing

Pins and brooches for clubs, associations, schools—specially drawn up or selected from the three hundred designs in stock.

Furs Fashionably Tailored

Fur coats, neckpieces and muffs modishly designed and made for women, misses and children.

Fur coats, neckpieces and muffs repaired or remodelled.

Umbrellas Re-covered

Umbrellas re-covered, new handles supplied. Hair switches, fringes, transformations and toppers made to match your own hair.

Table linen embroidered with monogram or initial.

Names woven on tape for inserting in underclothing—the famous "Cash's" lettering. Soldiers' "boxes" selected, packed and shipped to any address overseas.

Hardwood Floors Laid

Hardwood floors laid in new or old houses—also hardwood borders surrounding rugs, and hardwood veneer on stairs, etc., especially selected white oak being used for the purpose.

Oriental rugs cleaned and mended. Hardwood floors cleaned and re-finished.

Enlarging Photographs

Amateur photographs developed and printed.

Photographs enlarged from original film, or new negative made.

Photographs enlarged and mounted on Columbia medallions (convex surface), washable and endlessly durable.

One figure or section taken from photograph, enlarged, and, if desired, supplied with new background.

Passport photographs taken and finished within three hours' time.

Doctors' prescriptions made up.

White ivory-celluloid toilet articles initialled in black or colors.

Silver initialled mounts placed on ebony toilet articles.

Let the Shopping Service Select Your Fall Wardrobe

THAT IS, if you live out of town, or, for some reason or other, are not able to come here and choose it for yourself. The Shoppers are well qualified for the task. They have excellent taste, and keep in close touch with the varying tendencies of the modes. And all the resources of the Store, with its great array of new Autumn merchandise, are at their disposal.

Just sit down at your desk and write about your needs and your wishes. Give a clear idea of what you require, what you like and what amount of money you wish to spend on this purchase and that. One of the Shoppers will write to you and tell you what can be supplied, and then, if you are satisfied, will put through the order for you. If you are in doubt as to what to choose, she will be pleased to offer suggestions. When writing, mark the corner of the envelope "The Shopping Service."

The Special Selling of Oriental Rugs Continues on Thursday

Featuring Some Remarkable Values in Borlous, Mosuls and Sumacs and Shirvans.

Table listing rug types and prices: Fine Borlous, in room sides, and a collection of Mosuls, Sumacs and Shirvans, for halls, living-rooms and dens. Borlous Rugs: 8.3 x 11.10. Special. \$90.00. 8.5 x 11.7. Special. \$110.00. 8.1 x 11.4. Special. 90.00. 9.11 x 13.6. Special. 160.00. 10.1 x 13.8. Special. 150.00. Mosul, Sumac and Shirvan Orientals, in rich, attractive colorings, and sizes averaging 3.6 x 6.0. Thursday, special. \$24.50.

Seamless Wilton Squares, Excellent Value at \$55.00 and \$60.00

Seamless Wilton Squares, rich toned Oriental designs in Fereghan styles, also Chinese patterns, in pretty combinations of blue, grey, yellow and brown: Size 9 x 10.6. \$55.00. Size 9 x 12.0. \$60.00. Finely Woven Scotch Wool Squares, wear well and are very easy to clean; procurable in dainty chintz bordered or the Oriental styles in dark blue, terre, tan and green: Size 7.6 x 9. \$9.50. Size 9 x 10.6. \$13.50. Size 9 x 9. 11.50. Size 9 x 12. 15.00. Heavy Axminster Hearth Rugs, Oriental design in medallion and allover styles in many colorings. Size 27 x 54. Clearing, \$3.45. —Fourth Floor.

Odd Pieces of Furniture at Greatly Reduced Prices on Thursday

Music Cabinets, \$13.50; Hall Racks, \$18.50; Arm Chairs, \$14.50; Living-room Tables, \$9.50; Bookcases, \$29. THE ITEMS, BELOW INDICATE the remarkable values in furniture that will be featured on the Main Floor of the Furniture Building on Thursday. Under conditions that exist in the furniture market to-day, these are wonderful bargains—being mostly odd pieces that have been collected and reduced dollars for quick clearance.

Music Cabinets, assorted designs, made in mahogany, pediment back style, straight and shaped frame, large door, fitted interior and full width drawer. Thursday, priced \$13.50.

Hall Racks, Colonial design, mahogany finish, 18 x 40 inch bevel plate mirror, 30 inches wide, box seat with lid, umbrella holder and drip pan. Thursday, \$18.50.

Living-room Arm Chairs, quarter-cut oak, fumed finish, carved and cane back, large spring seats, covered in floral tapestry. Greatly reduced, \$14.50.

Folding Drop Leaf Tables, quarter-cut oak. Fumed finish, drop sides, rope turned legs, carved claw feet. Reduced, \$9.50.

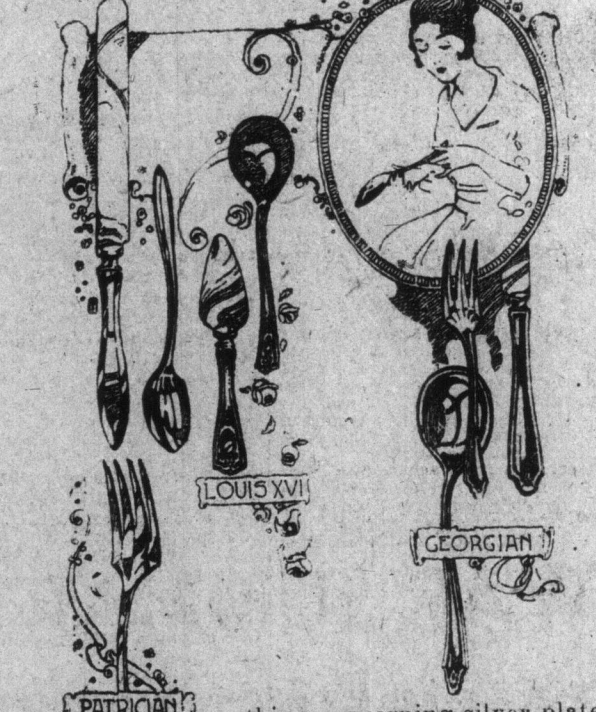
Bookcases, quarter-cut oak, fumed finish, height 58 inches, width 46 inches, 2 large glass doors, 2 compartments with 8 adjustable shelves, lock and key. Thursday, reduced price, \$29.00. —Main Floor, Furniture Building, James and Albert Sts.

Community Silver Plate

Renowned For the Beauty of Its Designs And the Super-excellence of Its Quality—Flatware Such As the Bride Delights In

DO YOU NEED new knives and forks—and spoons, too? Is there a bride upon whom you had thought of bestowing these very important items of household equipment? If for any reason or other you are meditating the purchase of flat tableware you'll be interested in Community silver plate.

For how delightful its patterns are—so dainty and so distinctive. And how excellent it is in general make-up—heavily silver-plated and beautifully finished. She who knows any-



thing concerning silver plate knows the charm and worth represented by the word "Community."

With nickel base, silver-plated, it is featured in a number of designs to harmonize with various schemes of furnishing. Our artist has indicated three of them:

"Patrician," a plain grooved design of exceptional dignity and refinement—in bright finish.
"Georgian," likewise in bright finish, showing a thread edge and tiny Adam motif set into the top of the handle.
"Louis XVI.," in French grey finish, with bright medallion for the engraving of an initial or monogram, a tiny floral scroll circling the medallion.

Table listing silver plate items and prices: Prices, which are the same in all three patterns, are as follows: Per doz. Coffee Spoons \$8.00. Orange Spoons \$8.00. 5 o'clock Spoons \$8.00. Individual Salad Forks \$11.50. Tea Spoons \$6.00. Bouillon Spoons \$10.00. Dessert Spoons \$11.00. Spoon (berry) \$5.50. Table Spoons \$18.00. Meat Fork \$1.75. Soup Fork \$1.75. Dessert Forks \$11.00. Butter Knives \$1.45. Table Forks \$18.00. Sugar Shell \$1.25. Dess. Knives, solid handle \$1.75. Cream Ladles \$1.75. Dess. Knives, hollow handle \$3.80. Gravy Ladles \$2.25. Medium Knives, solid handle \$10.00. Oyster Ladles \$7.50. Dess. Knives, hollow handle \$15.50. 3-piece Crest Set \$11.00. Medium Knives, hollow handle \$16.00. Pie Knives \$1.75. Dess. Knives, hollow handle \$16.00. 5-piece Game Set \$5.50. Butter Spreads \$10.00. Baby Spoons \$1.00.

Little Talks on Modes and Makers.

THE ORIENTAL RUG is as well established now among our household gods as the silver teapot or the drawing-room sofa. Young Mr. Household and his wife, who furnish their abode with any pretension to dignity and artistic effect, take this type of floor covering for granted.

The Oriental Rug. The modern eye, casting its glance over all ages and all places in search of the beautiful, sees the Eastern carpet and knows that none other is so fine or so fair. It has become one of the first principles in up-to-date practice of interior decoration.

And yet how little knowledge one finds floating about in regard to Oriental rugs. We know pictures and their painters. We see feathery foliage of misty grey-green, with glimpses of limpid lake below, and we recognise a Corot. We behold the portrait of a man, and note the perfection of flesh tints in face and hands, and the minute detail of pattern in the broad lace collar about his neck, and we have not to be told that Franz Hals was the artist. We are shown a plate of egg-shell china, delicately embellished with pink hawthorn, and it is familiar to us as Limoges. The little dressing-table of tawny mahogany with straight edges inlaid with bands of satinwood we classify at once as the inspiration of Sheraton.

But the characteristics of the various designs of Oriental rugs, though vividly distinct, are not generally familiar. And what an interesting study they present—these Bokaraks, Serbands and Kermanshahs!

The very term "Oriental" conjures up visions of mystery, romance and colorful splendor. Our fancy is thrilled as we stop to speculate on the origin of the Persian carpet in its glowing beauty, and rich significance of design. Does it represent the ceaseless task of some dark-eyed maiden weaving it knot by knot for her wedding dower? What bit of sentiment does that near-like motif imply? Why is the wool so fabulously soft and silky, and the colors so fabulously mellow?

The Oriental rug is worthy of intimate acquaintance. We shall endeavor to set forth from time to time in this little column the distinguishing features of some of its outstanding designs.

The Scribe