

STORE OPENS AT 8.30 A.M. CLOSSES AT 5 P.M.

EATON'S DAILY STORE NEWS

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., 1, 4, 4.40 p.m.

The Sales of Furniture, Housefurnishings, Silverware and Electric Fixtures Continue Monday With Offerings of Notable Values in the Things That Make the House More Attractive and Comfortable

The Marshall Ventilated Mattress—A Great Sale Special at \$20.00

Some of the Reasons For Its Popularity

Among the patrons of the "Marshall" are innumerable persons and institutions whom you are convinced would be content only with the best mattresses the market affords.

One of them is the multitude of little coiled coppered steel springs which compose the body of the mattress.

The springs are encased in cotton pockets, and each works independently of the other, and between springs and the cover is a generous upholstery of felt.

Furniture Building, Cor. James and Albert Sts.

As Much of This Merchandise is Only Possible at the Sale Period of the Year at Such Figures, We Advise All Interested to Buy as the Offerings Are Made

The Furniture Department Offers Remarkable Specials

Featuring the Handsome Bedroom Suite Illustrated at \$183.00—And Other Excellent Period Designs in Bedroom Furniture

THE JACOBAN bedroom suite of black walnut which appears in the illustration is one of the greatest bargains we have ever offered in this or previous sales.

Dresser fitted with 26 x 42 inch mirror, 50-inch top with moulded rim, five drawers with panel fronts, and cross-bar stretchers. Sale price, \$55.00.

Chiffonier. Sale price, \$52.50.

Bed, double or twin size. Sale price, each, \$37.50.

Writing Table. Sale price, \$23.00.

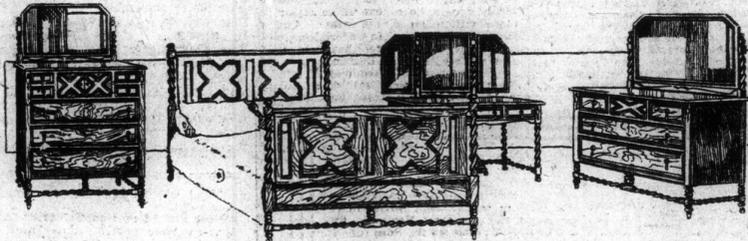
Triple Wing Toilet Table. Sale price, \$38.00.

Cheval Mirror. Sale price, \$25.00.

Chairs, ordinary or rocker style, with cane seats and back panels. Sale price, \$9.50.

Costumer or Clothes Tree, \$10.00.

Another Bedroom Suite worthy of special mention is one of mahogany,



Toilet Table, 3-mirror style. Sale price, \$29.50.

A Bedroom Suite in ivory enamel finish shows a Louis XVI. motif. Dresser is fitted with shaped bevel plate mirror, nated standards, 42-inch top and 4 drawers, with drop handles. Sale price, \$27.00.

Chiffonier, Sale price, \$23.50. Bedstead, Sale price, \$16.00.

Furniture Building, Cor. James and Albert Sts.

Important Drapery Specials

Chintz, Pretty Curtain Nets, Tapestries and Curtain Rods.

The Chintz—a special purchase—in designs suitable for living-rooms, dining-rooms or bedrooms, consists of conventional, floral, bird or tapestry effects in bright combinations of color.

The Curtain Nets feature some of the daintiest effects we have ever offered at so small a price—in white, ivory or ecru, with designs of flowers, new stripes and conventional allover figures.

Effective 50-inch Tapestries, with foliage, floral and conventional designs for living-rooms or dining-rooms. Combinations of brown, green, blue and grey. Sale price, yard, \$1.45.

Half-inch Curtain Rods of polished brass, extend to 50 inches, including plain and ornamental ends, complete with brackets. Sale price, each, 25c.

One of the Most Remarkable Special Offerings of Jewelry We Have Yet Offered

Brooches, Pendants, Necklets and Scarf Pins of 9, 10, and 14-k Gold, Set With Pearls and Other Stones. Specially Priced at From \$1.00 to \$10.00—In Many Instances Away Below Manufacturer's Cost.

NOT ONLY is the intrinsic worth a thing to marvel at, but the designs are so dainty and new, and also so varied, that they are attractive even at their usual prices.

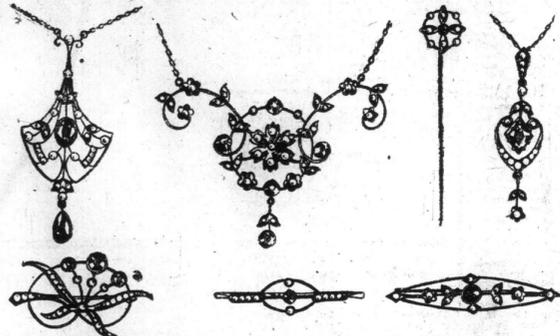
It is, of course, a special purchase, consisting of a great many samples (in some cases there is only one of a pattern), which we secured on such advantageous terms for cash that we are able to offer them at equally low prices.

Such a chance seldom occurs, and it is one that those who are in search of presents should not miss; indeed, so splendid are the values that it would be well worth while to buy sundry articles ready for next Christmas.

Brooches, pendants, necklets and scarf pins are obtainable in immense variety. Some are set with pearls only, some with pearls and diamonds, pearls and garnets, pearls and amethysts or peridots, as follows:

- Brooches, Pendants and Scarf Pins, 51 pieces, 9, 10 and 14-k gold, at \$1.00. Brooches, Pendants and Scarf Pins, 107 pieces, 9, 10 and 14-k gold, at \$2.50. Brooches and Pendants, 129 pieces, 9, 10 and 14-k gold, at \$3.95. Brooches and Pendants, 123 pieces, 9, 10 and 14-k gold, at \$3.95. Brooches, Pendants and Necklets, 54 pieces, 9, 10 and 14-k gold, at \$5.00. Brooches, Pendants and Necklets, 44 pieces, 9, 10 and 14-k gold, at \$5.95. Brooches, Pendants and Necklets, 61 pieces, 9, 10 and 14-k gold, at \$6.95. Brooches, Pendants and Necklets, 14 pieces, 9, 10 and 14-k gold, at \$10.00.

For such values it is scarcely necessary to remind you to come early. —Main Floor, Yonge St.



Splendid Bargains in Axminster Rugs Also Wilton Hearth Rugs and Oriental Rugs.

If there ever was an opportunity to save on the price of a reliable rug, now is the time, for large space on the Fourth Floor has been given up to a display of over a thousand Axminster Rugs that show positively amazing value.

- Size, 4' 6" by 6'. Sale price, each, \$3.25. Size, 4' 6" by 7' 6". Sale price, each, 7.95. Size, 6' 9" by 9'. Sale price, each, 13.75. Size, 9' by 9'. Sale price, each, 18.50. Size, 9' by 10' 6". Sale price, each, 21.50. Size, 9' by 12'. Sale price, each, 24.50.

Wilton Hearth Rugs, \$2.45 each—Thick, close-piled rugs—include two-toned green effects, conventional types with small figures in red and black, and Oriental styles in blue and rose on tan. Size 27" by 54". Sale price, each, \$2.45.

Oriental Rugs—Average size about 4' 3" by 6' 6", including rich Mosuls, Fereghans and Kazaks, that look well in the hall, living-room or dining-room. Sale price, each, \$32.50.

Already Sporting Her Straw Hat, Madame New York Seeks a Spring Suit

And Lo! She Finds She Must Change Her Whole Silhouette—Must Assume an Elliptical Effect, Narrow at the Shoulders, Narrow at the Ankles, and Broadening Out Midway With Pockets, Pleats and Flying Panels.

"The Scribe" Writes From New York Concerning the Coming Styles

NEW YORK, Feb. 1st, 1917. —Here it is not being called the barrel silhouette.

When Paris created the curved line of latest mode she saw that it resembled nothing so much as the homely wooden cask, and straightway, with characteristic nativity, cried "tonneau!"

But American fashionmakers are apparently of a more idealistic turn. Perhaps they feel the harshness of the term to be incompatible with the atmosphere of chiffons.

Possibly they are troubled by visions of Diogenes in his barrel spurning the world and the vanities thereof. At any rate, few of them are applying the French nickname to the new silhouette.

And, however you may designate it, this is the essence of the Spring costume. It is narrow at the shoulders, narrow again at the ankles, with a "bulge" midway created by pockets, pleats or floating panels. Sometimes the effect is achieved by the mere absence of flare at the foot of the skirt and the inward turn which a straight skirt will naturally take at its lower edge.

Pockets Big as Knitting Bags In the new suits 'tis their coat pockets and the immensity of them that first catch your attention.

They are universal, and know no bounds as to what their style and size may be, ranging in variety from miniature saddle bags to the long Gothic-looking pouches used sometimes for the church offertory.

Charming, indeed, are the materials employed, combining, as they do, a delightful elegance of finish with a practical sturdiness of weave.

which is a refined quality of homespun; burella, which is gunniburl with a brush finish; French serge, and, for the ubiquitous and irresistible sports suit—wool jersey, silk jersey, khaki-kool and, to San, another crepey edition of Rajah silk.

Grey, Putty and Navy Blue These are the three all-conquering colors in suits for street and dress wear.

Plain Tailored Suits Return Supplementing the costume of silver grey gabardine, putty color twill or fine navy serge, the hints of Fifth Avenue on a fine afternoon, or of the sheltered depths of the silk-lined limousine, is the swagger knock-about suit of heather tweed or the rough burella cloth—the suit familiar on the well-dressed English woman at the old-time shooting party.

And, really, yes, inevitably, skirts are longer—brought down by a decree of Fashion to within seven inches at least of the ground.

The Scribe.

The Sale of Silver-plated Tableware Continues With These Splendid Values

The Daisy and Dresden Designs by the Wm. Rogers Manufacturing Co., at the Very Low Prices Listed Below.

THE NAME of these well-known manufacturers bears such a reputation for good quality and excellence of workmanship that there is no need to enlarge upon these merits.

The Daisy is the pretty floral design sketched, the name taken from the three little flowers to be found at the tip of the handle, the edges being finished in a thread pattern. Special prices are:

- Coffee Spoons. Sale price, 6 for 69c. 5 o'clock Spoons. Sale price, 6 for 69c. Tea Spoons. Sale price, 6 for 69c. Desert Spoons. Sale price, 6 for \$1.25. Table Spoons. Sale price, 6 for \$1.25. Dessert Forks. Sale price, 6 for \$1.25. Table Forks. Sale price, 6 for \$1.33.

The Dresden design, in scroll effect, is a close imitation of a popular sterling silver pattern:

- Coffee Spoons. Sale price, 6 for 59c. 5 o'clock Spoons. Sale price, 6 for 59c. Tea Spoons. Sale price, 6 for 59c. Desert Spoons. Sale price, 6 for 95c. Table Spoons. Sale price, 6 for \$1.10. Dessert Forks. Sale price, 6 for 95c.

Table Forks. Sale price, 6 for \$1.10. Berry Spoons. Sale price, each, 89c. Meat Forks. Sale price, each, 59c. Butter Knives. Sale price, each, 23c. Sugar Shells. Sale price, each, 23c. Cream Ladles. Sale price, each, 59c. Gravy Ladles. Sale price, each, 62c. Dessert Knives, S.H. Sale price, 6 for \$1.80. Table Knives, S.H. Sale price, 6 for \$1.80.

—Main Floor, Yonge St.

Paint, Floor Enamel, Varnish, Varnish Stain Offer Values Which Are More Than Remarkable.

WITH THE PAINT MARKET in a chaotic condition of high prices, it's simply amazing that we could give such dependable qualities at the figures quoted below.

Ready-mixed Paint, Quart, 49c—"Inside White," that gives good results on any interior surface; "Outside White," specially suited for all outside work, and which stands the wear of weather well. Also cream, buff, pea green or medium green. Sale price, quart, 49c.

Special flat brush for applying, reduced price, 25c. Special Floor Enamel, Quart, 49c—Go over your verandah floor, steps or wooden walk with this special enamel, and you will find it has a high gloss, dries hard and wears well. It is thoroughly mixed, flows easily and covers well. A can so hard ready for Spring would be a wise provision. Sale price, quart, 49c.

Special flat brush for applying, reduced price, 25c. Clear Varnish, Quart, 38c—Specially suited for brightening up the finish of floors, woodwork or any interior surface. Covers economically and evenly, dries hard, and is a good wearing quality. Sale price, quart, 38c.

Special flat varnish brush for applying, reduced price, 15c. Varnish Stain, Quart, 33c—Instead of going to the bother of first putting on stain and then varnishing the floor or woodwork, many people are getting good results with much less trouble by applying our "Varnish Stain," a floor stain with a high gloss finish. This is a good quality at a special price, and is obtainable in light or dark oak. Exceptional value, quart, 33c.

Special brush for applying, reduced price, 15c. —Fourth Floor.

THE T. EATON CO. LIMITED