

# 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.

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.

## 90 Tapestry Squares at \$9.45, 35 Wilton Rugs at \$19.75, and 2,000 Yards Floor Oilcloth at 43c.

### THREE ROUSING BIG SALES SPECIALS FOR TODAY--For these items we cannot take Phone or Mail Orders, the Quantity Being Limited

In the Tapestry and Wilton Rugs the quantities are so limited that we can't say much about them. Anyone will realize that they are immense bargains. Imagine Wilton Rugs for \$19.75! Brief descriptions as follows:

90 Tapestry Squares, in good, serviceable combinations of tan, brown, green, rose and cream; mostly in Oriental effects, and very suitable for a dining-room or sitting-room. Size 9 ft. x 10 1/2 ft. Sale price today, at **9.45**

35 Heavy Wilton Rugs offer a great opportunity to get a rug for a living-room or dining-room that will give excellent wear and satisfaction; many neat conventional and Oriental designs, in rich tans, browns, blue or green. Size 6.9 x 9.0. Special sale price today ..... **19.75**

## 2,000 Yards Heavy Quality Oilcloth to Clear Today at 43c Per Square Yard

This is all brand new goods, in a quality and patterns that are most wanted, and it is in widths from 1 yard to 2 1/2 yards, so you can select suitable widths for bathrooms, halls and shops; block, floral, hardwood, matting and tile patterns. Special sale price today, square yard ..... **43**

Oriental Rugs, special sale price today, \$24.50—15 only, Mossouls and Leskies, that give such good satisfaction in halls, dens or living-rooms. Rich colors and quaint designs. Average size 3.6 x 5.6. Today, sale price ..... **24.50**

150 Heavy Quality Axminster Hearth Rugs, size 27 x 54 in.; a special purchase of many months ago, that you are now able to benefit by. Oriental designs in good colors; serviceable for any part of the house. Sale price **2.45**

300 yards English Tapestry Stair Carpet, with bordered edges and well-patterned centres, in Oriental and floral patterns. It makes good hall runners, strip across the dining-room or stair carpet. Greatly reduced for quick clearance. 22 1/2 inches wide. Today, sale price, yard ..... **.63**



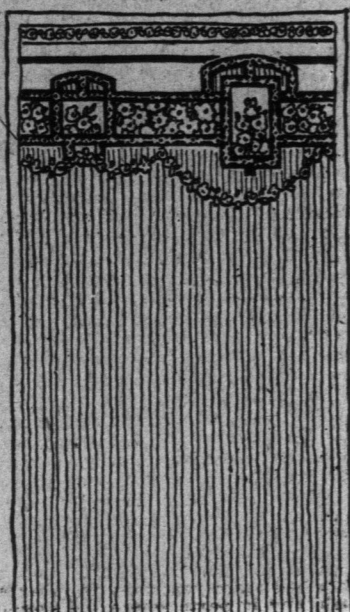
## 1,000 Rolls Silk Finished Drawing-Room Paper Away Less Than Half Usual Price at 29c Single Roll

One of many almost sensational offerings in Wall Papers, every one of which offers immense savings. Papers suitable for almost any room in the house. Bring size of rooms and salesmen will figure out amounts required. Wall papers are like pictures—words do not do them justice. The values, though, will be apparent at a glance. Come prepared to share in this great day of sale specials, and come early if possible.

American Silk-Finish Drawing-room Papers, in rich green, cream, grey, buff and soft yellow; stripe and scroll patterns. Single roll way less than half price, in fact you could hardly buy the paper for the money. At ..... **29**

American and Canadian Papers for parlors, sitting-rooms and bedrooms, cream, grey, buff and white grounds; floral and stripe patterns. Single roll, half usual price. **12 1/2**

Balances of Canadian Papers for bedrooms, attic rooms, kitchens, etc.; stripe and floral patterns on cream, grey or



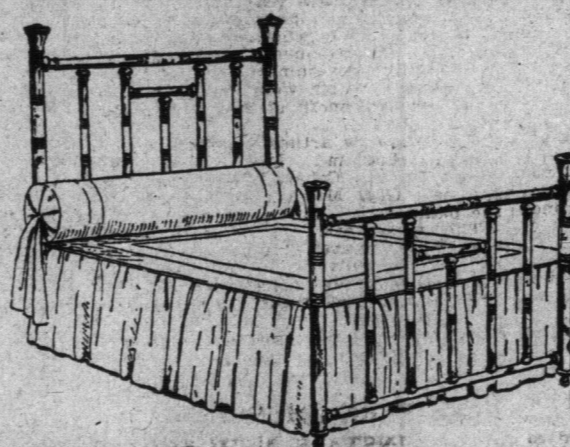
white grounds; some half price. Single roll ..... **.5**

Fabric Ground Papers for halls, dens, living-rooms and dining-rooms; two-tone and figured stripe effects in blue, grey, buff, tan and olive shades. Single roll, half usual price ..... **17 1/2**

—Fourth Floor.

## Brass Beds \$12.75, Bed Springs \$5.90, 300 Pairs Bed Pillows for \$1.10 Pair, Eatonia Box Springs for \$17.50

Brass Beds offered at such a low price would be considered a bargain even in normal times, but now, with the advances on everything that enters into their construction, it's a sale special worth heeding. They are in the new ribbon effects, too—a combination of satin and bright finishes. They have 2-inch posts, large flaring caps, 1-inch top rail, and 3/8-inch fillers, ball mounts, crossbar and heavy castings. Sizes 4' ft. and 4 ft. 6 in. wide. Sale price today ..... **12.75**



The Bed Springs have steel frames, with 100 spiral coil springs, in black japanned finish. Sizes 4' and 4' 6" wide. Sale price, extra special ..... **5.90**

### 300 PAIRS BED PILLOWS TO CLEAR TODAY AT \$1.10 PAIR.

These Bed Pillows are filled with all feathers, clean and thoroughly renovated, and free from odor. Cases are of fancy art ticking. Size 17 x 25 inches; light, soft and well-filled. Special sale price **1.10**

### EATONIA BOX SPRINGS AT \$17.50. A GREAT SALE OFFERING.

These box springs have hardwood frames, with coil springs, fastened together with interlocking coppered wire. Instead of cord, a patented arrangement which allows full play to each spring. These have soft cotton top and are covered with fancy art ticking. 4' 6" wide. If you want a good spring now is the time to get it. Sale price, each ..... **17.50**

### MARSHALL MATTRESSES WITH MOSS TOPS, SPECIAL, EACH, \$27.00.

The Marshall Mattress is the 1,000 coil spring mattress—each spring in a cotton pocket, covered with filling known as moss, and covered in heavy striped ticking; one of the most comfortable mattresses made. Sale price ..... **27.00**

—Furniture Building, James and Albert Sts.

## Two Great Sale Values in Electric Fixtures for Today

The prices practically tell the story. They are part of a manufacturer's clearance lot of samples and small lots, and offer savings of about 30 per cent. These are but representative values in the assortments. If you want to save on fixtures come today and see the display.

The 3-light Sheffield design electric fixture has 8" body. The cast arms extend and are fitted with link drops to sockets which are fitted with shade rings. The body is suspended from ceiling canopy by one chain. Smooth brass Flemish finish. Sale price ..... **6.75**

The 4-light dining-room electric shower has 16" pan suspended on four chains from cast hook-type body, which is suspended from ceiling canopy by one chain. The sockets are fitted with spun shade holders. The pan and canopy of this fixture have a neat ring of the reed and daisy design, finish in Flemish. Sale price ..... **12.50**

—Basement.

## As a War Measure--Two Deliveries Per Day

Until Further Notice We Shall Make Only Two Deliveries Per Day Where We Formerly Made Three Deliveries.

## Take Advantage of This Offering of Paint at 59c and Have It Ready for the Great Spring Clean-Up

Paint at 59c is a Novelty Nowadays, So if You Have Much or Little Paint to Buy, NOW is the Time to Buy.

Some of the colors and shades are getting low, so we advise ordering early—to make sure, order today, and where quantities are required order gallon cans.

This paint is a well-known, reliable brand. EVERY CAN BEARS THE EATON LABEL—YOU CAN BUY IT, USE IT, AND IF IT DOESN'T PROVE SATISFACTORY IN EVERY WAY WE'LL REPLACE IT OR REFUND YOUR MONEY.

And it certainly will pay you to anticipate your paint requirements, for, since this last 30,000 quarts was purchased, paint prices have advanced three times. The colors—over 40—include many of the tints and shades so desirable for interior decorating, which can be done at any time, as well as the colors for outdoor painting to use when woods dry out.

To make sure of your color—order today.

- |             |               |              |               |                 |                |            |                |             |
|-------------|---------------|--------------|---------------|-----------------|----------------|------------|----------------|-------------|
| Cream       | Golden Yellow | Golden Brown | Pea Green     | Bottle Green    | Sky Blue       | Lilac      | Indian Red     | Buttercup   |
| Ivory       | Silver Grey   | Dark Slate   | Apple Green   | Also Inside and | Pale Blue      | Pink       | Chestnut Brown | Deep Yellow |
| Primrose    | French Grey   | Pearl        | Shutter Green | Outside Whites  | Turquoise Blue | Buff       | Maroon         | Wine Color  |
| Yellowstone | Light Slate   | Pale Green   | Copper Green  | Cherry Red      | Deep Blue      | Leaf Brown | Scarlet        |             |

The price, per quart ..... **59c**

—Fourth Floor.



### Framed Enlargements from the Snapshot Films, Today 50c.

Briefly this offer today consists of a 6 1/2 x 8 1/2-in. enlargement from any snapshot film, the mounting and the enclosing in a fancy 1 1/2-inch oak frame measuring 9 x 11 inches outside. It's an unusually low price, and as the frames are limited to 50, we advise you to bring in your film early. Special today ..... **50**

Camera Counter, Main Floor, James St.

### EXCHANGES AND REFUNDS

#### IMPORTANT NOTICE

Commencing Tuesday, Feb. 12th, Store purchases may be exchanged in the usual way at the Department Exchange Office within ten days from date of purchase if accompanied by the bill.

Should there be reason to exceed the ten-day period, or should the bill be missing, it will be necessary to apply for exchange at the Adjusting Bureau, Basement.

## 50-Inch Upholstering Tapestries, Many Half Price and Less, at \$2.45 Yard.

These are a clearance of broken lines and odd pieces taken from our best and most exclusive weaves of heavy tapestries, so suitable for heavy library furniture, sofas, chairs, Chesterfields, etc. Mostly all-over verdure and floral conventional patterns, in greens, maroons and brownish tones, it is doubtful if such qualities could be procured at any price today, so this is a bargain of more than ordinary interest. All 50 inches wide. Many half price and less. Today, per yard ..... **2.45**

### ANOTHER GREAT SALE OFFERING IN CURTAINS, THIS TIME AT \$1.35—SOME HALF PRICE.

Included in this fine assortment are Scrim, Marquette and Fine Nottingham Lace Curtains, 34 to 50 inches wide and 2 1/2 yards long, in white, ivory or ecru. The scrims have plain grounds, trimmed with hemstitching, Cluny edgings, applique work and medallions. The lace curtains have plain centres, with insertion and border design. All good curtains at a price which is less than the cost of the material used in the making of any. Many of these are less than half price. Today, sale price, per pair **1.35**

### PAIR OF SASH NET CURTAINS FOR 68c.

These are made from a good quality Nottingham sash net, with distinct effective patterns on a strong ground. They are 2 yards long and 30 inches wide, hemmed at top and bottom, ready to place on rods. Sale price, pair . . . **68**

Another clearance of Fine Curtain Muslin, in block, stripes and trellis effects. In many cases these are half price. 30 inches long and 36 inches wide. Per yard ..... **12 1/2**

## T. EATON CO LIMITED

### NEW SHADOW CHINTZES IN SALE OFFERING AT 55c YARD.

Beautiful new patterns in this most useful material for slip-covers, overcurtains, draperies, cushions, fancy bags, etc., are shown in this sale display in a splendid variety of patterns and colors. Included are floral and bird patterns, on light grounds, all-over floral patterns, with the charming shadow overprint; Paisley patterns, stripes, tapestry effects in blues, greens, pinks, tans, browns, yellows, etc., on cream, grey and fawn grounds. All 36 inches wide. Sale price, per yard ..... **.55**

—Fourth Floor.

### Sterling Silver Greatly Price Reduced

In such well-known patterns as Louis Tudor, Alexandre, Kings and other designs, and marked at prices in some cases one-half below regular.

AT 65c EACH.  
Bonbon Spoons, Oyster Forks, Sugar Shells, Pap Spoons, Ice Cream Forks, Sugar Sifters and Orange Spoons.

AT \$1.00.  
Sugar Shells, large; Sardine Forks, Fruit Knives, Cheese Scoops, small; Bread Forks and Pickle Forks.

AT \$1.50.  
Confection Spoons, Butter Knives, large; Toast Forks, Bread Forks, large; Cream Ladles, Tea Balls, Meat Forks, Cucumber Servers, Sugar Sifters, Jelly Spoons.

AT \$2.00.  
Cheese Scoops, large; Egg Servers, and six Coffee Spoons.

AT \$2.50.  
Gravy Ladles, Preserve Spoons, six Egg Spoons, and six Berry Forks.

AT \$3.50.  
Vegetable Spoons.

AT \$4.00.  
Pie Knives, Crumb Trays and Fish Servers.

AT \$5.50.  
Soup Ladles.

—Main Floor, Yonge St.