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

EATON'S DAILY STORE NEWS

Furniture Building, cor
James and Albert Sts.

The Great August Sales of Furniture and Housefurnishings Begin Tuesday, August 1st

A Remarkable Series of Sales That Will Continue Throughout August, and Which Offer Bargains in Reliable Wanted Goods—Bargains Such as Only the Efforts of This Tremendous Organization Could Produce. There Will be Available During August, Savings in the Various Departments That Will Make Purchasing a Matter of the Greatest Economy, for Preparations Have Been Made to Give the Biggest Bargains the Store Has Ever Known in These Departments. Read the Daily Announcements.

FURNITURE—Four floors of the Furniture Building, Cor. James and Albert Sts., devoted to the display—a wonderful exhibit in itself, for it's probably the largest collection of furniture shown under one roof in America. Every piece of Furniture made in Canada. Period designs a distinctive feature.

This big event promises this season to eclipse all records, for in spite of the extraordinary advance in the cost of materials and labor—with few exceptions—the prices quoted are lower than a year ago.

This is partly explained by the immense quantities that are purchased—for the Sale has grown to gigantic proportions. Formerly bedroom and dining-room furniture was featured almost entirely, but with the great strides that have been made in the making of period and other artistic designs for such rooms as living-rooms, sunrooms, reception rooms, dens, nurseries, etc., the Sale has been extended to cover almost every kind of furniture. And it's all good, sensible, well made useful furniture and offered at Sale prices. Come prepared for a carnival of bargains in furniture, that promise to make this the banner sale in the history of the Store.

As An Instance of the Values—\$33,000 Worth of Better Grade Furniture Offered at a Saving of From 25% to 50% Massive Colonial Design Bedroom Suite, Half-price, \$212.50

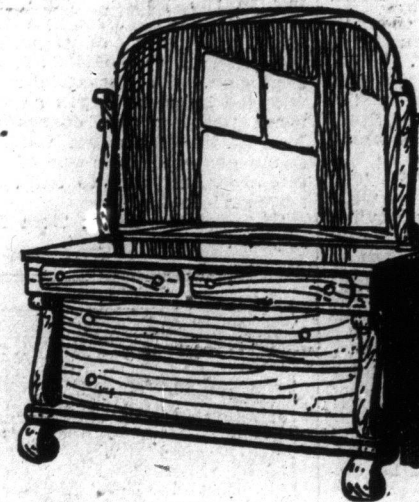
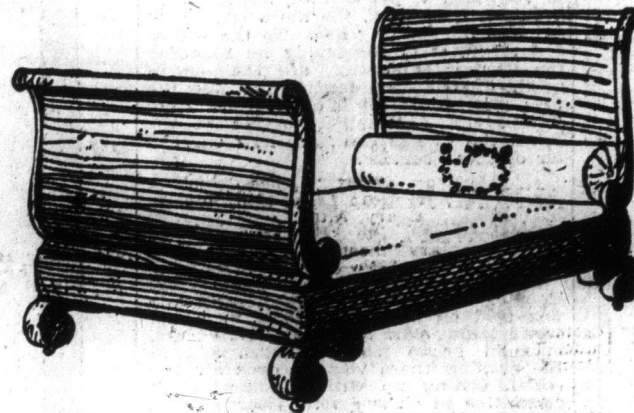
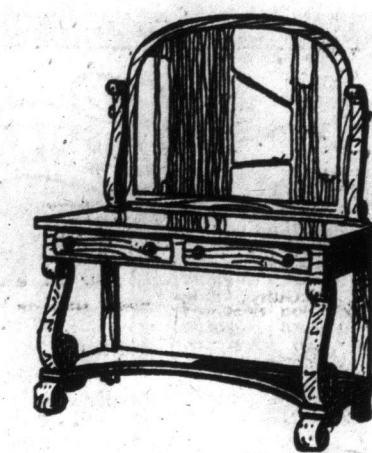
Watch for the green cards and tickets in the departments.

Wherever they appear, there's a sale special.

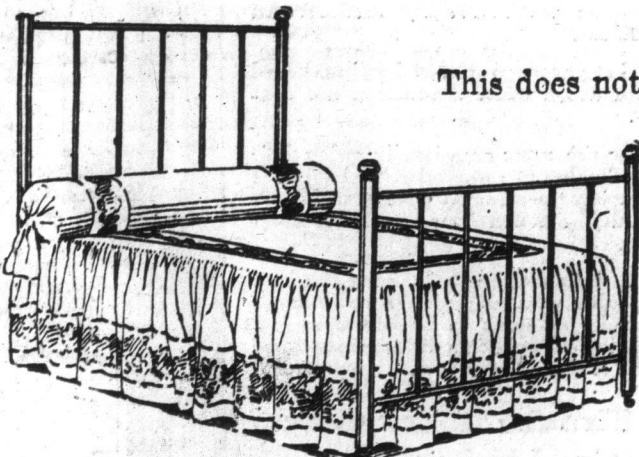
Come and take advantage of the savings.

Watch daily announcements.

Something different every day.



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



100 Brass Bedsteads, as illustrated, 2-inch posts, large caps, upright fillings in satin or bright finish; sizes 3 ft., 3 ft. 6 in., 4 ft. or 4 ft. 6 in. wide and 6 ft. long. Sale price, \$8.99.

5,000 Yards of Fancy Curtain Scrim Clearing by the Remnant Length; a Colossal Bargain, Yard, 5c

Following a record season's selling, here's a clean-up of the remnants, and such bargains will be the attraction that should bring thoughts of a new supply of scrim curtains to hundreds of thrifty housewives. We do not remember anything in scrim bargains we ever offered that beats this one. They will be sold by the length only; there are from 1 to 5 yards in a piece, and for very early shoppers a limited number of pieces can be matched. The grounds are in cream or ivory and there's exceptional variety of floral or conventional patterns in combination green and rose, gold and green, blue and green, tan and green, blue and gold; also two-tone green and Delph blue. Every length is perfect and clean. We advise a special visit, and an early one will secure the widest choice. Mostly 36 inches wide. Sale price, yard, 5c.

And Nine More Bargains in Draperies, With a Reason for the Reduction in Each Instance

Banded tapestry curtains made of heavy plain basket weave material, finished one side and bottom with tapestry banding to match; myrtle, green, red or tan; size 47 inches wide by 2 1/2 yards long. A broken line clearing. Sale price, pair, \$4.25.
English bordered casement cloth, 30 inches wide, in cream or eoru, with conventional border designs. A special purchase of a surplus stock. August sale price, yard, 11c.
Art cretonnes, 30 and 36 inches wide, in floral, stripe or conventional designs. Broken and discontinued lines. Sale price, yard, 19c.
Art cretonnes, 30 and 36 inches wide, in allover, floral or stripe effects, and color combinations of green, rose, tan, brown, Nile and gold. Broken lines, many almost half-price. Sale price, yard, 12 1/2c.
Curtain scrims, 36 inches wide, with hemstitched borders and lace edging; ivory or eoru. Sale price, yard, 20c.
Nottingham lace curtains, 45 inches wide, 2 1/4 yards long, in white only; with scalloped edges and plain floral medallion or block patterns. Sale price, pair, 63c.
Fish net and Nottingham lace curtains, 48 to 52 inches wide by 3 and 3 1/4 yards long, in white or eoru. Plain, floral or medallion centres, with borders to match; styles suitable for any room. Single pairs and small lots left over from the past season. Sale price, pair, \$1.75.

Sets of colored scrim curtains with valance across top. Many have been arranged throughout the section on model windows, showing wide variety of styles in white or ivory. A limited quantity made up of remnant lengths and priced at a fraction of cost of making, complete set, sale price, 65c.

Other Notable Values Featured for the Opening Day

This does not mean that they are better than the sale values that abound throughout, but as we have not space to tell of all the good things offered, these have been selected to give an idea of the values prevailing.

Bed Springs, steel frame, link weave, helicals both ends, strong, sanitary and durable, standard sizes for iron, brass and wood bedsteads. Sale price, \$2.50.

Bed Mattress, all felt, built in layers; made from clean stock, 4-inch border, evenly tufted, and covered in fancy art ticking; sizes 3 ft., 3 ft. 6 in., 4 ft., 4 ft. 6 in. wide, 6 ft. long. Sale price, \$6.98.

Dining Room Furniture

Buffets, assorted lot, 4 designs, quarter-cut oak, fumed and grey finish, some with cane and mirror, backs 48 inches long, cutlery and linen drawer and cupboard. Sale price, \$19.50.

Sample lot of China Cabinets in fumed oak, with glass sides and large glass door, grooved shelves for plates. Sale price, \$16.50.

Dining-room Extension Tables, made in quarter-cut oak, fumed and golden finish, round tops; 6-foot, 7-foot and 8-foot slides, pedestal base. Sale price, \$17.50.

Dining-room Chairs, Colonial and mission designs, fumed oak and mahogany finish, panel and slat back, large slip seat of leather, 5 side chairs and 1 arm chair, 6 pieces. Sale price, \$32.50.

5,000 Rolls English and American Var-nished Tile Paper Single Roll, 12 1-2c

We cannot purchase this quality of varnished tile paper on the market now-a-days for this price, and we cannot too strongly advise anyone to take advantage of the saving, for such a price is remarkable to say the least of it, and present indications point to future prices being at least twice this figure. It is a quality that can be wiped off with a damp cloth or sponge without harming the varnish. Good variety of plain or fancy tile patterns in blue, brown, grey and green, and every roll is perfect throughout. Special price, while it lasts, single roll, 12 1/2c.

—Fourth Floor.

Dressers, one of the designs illustrated on the right, made in select quarter-cut golden oak, and mahogany finish, large shaped bevel plate mirror, 3 drawers, wood knobs. Sale price, \$22.50.
Chiffonier, same design. Toilet Table. Sale price, \$21.00.

Living-room Furniture

Chesterfield Sofa, 6 feet long, stuff-over frame, luxuriously upholstered, high tufted back, low arms, deep tufted seat; covered in tapestry. Sale price, \$55.00.
Davenport Sofa, mahogany finished frame; 6 feet long, spring back, loose cushion seat covered in dark tapestry, floral patterns. Sale price, \$34.00.

Living-room Table, arts and crafts design, made in quarter-cut oak, fumed finish; heavy oblong top, centre drawer, square post legs, and wide lower shelf. Sale price, \$14.50.
Living-room Suite, mission design, made in fumed oak, slat backs, auto spring seat, covered in brown leather.

Settee \$12.50
Arm Chair 8.75
Arm Rocker 8.75

Platoon, Company and Battalion Groups Up to Size 10 x 60 Inches Framed For Half-price, Tuesday, \$1.75

This is a special August Sale offering for Tuesday, and while it is made particularly to provide for the many photo groups of the soldier boys, it also covers size for panorama landscapes, picnic groups, etc. Any size, up to 10 x 60 inches, framed in 1 or 1 1/2-inch mission oak, brown, weathered or black finish and complete with glass and back. Half-price sale special, each, \$1.75.

—Fourth Floor.

25 Sanitary Summer Rugs Offered at Less Than Present Mill Cost Price, Each, \$5.25

A heavy, lasting, bright sanitary and large sized rug for any ordinary room at a price that should make one ponder over how it's possible to do it. It's an extraordinary offer, and there's only one size, viz., 9 ft. x 10 ft. 6 in. The design is reversible in combinations of blue, green, brown and cream. Special value, each, \$5.25.

Nippon rice straw rugs with stencilled border designs in green, blue, red or brown on natural color grounds, showing the warp in green or brown. Size 9 ft. x 12 ft. Specially reduced price, each, \$4.35.

English tapestry rugs, in floral or conventional designs, and bright colors that will not fade. Size 7 ft. 6 in. x 9 ft. Special value, each, \$8.95.

Remnants of Linoleum, Sq. Yard, 32c

Balances of heavy printed linoleum in block, floral, hardwood or tile patterns. Also part rolls in 2-inch black and white diamond tiles. Special price, square yard, 32c.

Remnant lengths of Japanese and China matting; 36 inches wide, in lengths up to 10 yards. Special, yard, 11c.

Japanese sand seats. Size 18" x 18", well bound and padded. Half-price, each, 15c.

—Fourth Floor.