

Store Opens 8.30 a.m.
Closes 5 p.m. Daily

EATON'S DAILY STORE NEWS

HAVE YOU A "D.A."?
A deposit account is one of the greatest
conveniences in ordering goods by tele-
phone. Apply for particulars at the
"D.A." Office on the Fourth Floor.

A Superb Assemblage of Electric Floor Lamps Now on View in Their New Quarters on the Fourth Floor

F. Shade of figured and plain rose silk, with gold silk fringe. Price, \$16.50.

G. Shade of pleated rose damask and embroidered net with applique designs. Price, \$25.00.

H. Shade of champagne-colored silk, with ruchings of self and delft blue and fringes of the two colors. Price, \$45.00.

J. Shade of shirred bright rose silk and Japanese figured silk, with a gold fringe. Price, \$27.50.

M. Pedestal in new art effect of gilt wood, in cream finish of rose and antique green. Complete with a charming shade, stem, fitted to harmonize with pedestal. Price, \$50.00.

L. A "Special Value" in the showing—Mahogany finished pedestal with two light fixtures, complete, with either of the shades illustrated, which may be had in several color combinations, such as rose and blue or tan and black. Price, \$18.75.

K. Pedestal of fumed oak, with Jacobean rope turning. Price, \$50.00.

S. Shade of gold-colored silk, with Persian band and gold fringe. Price, \$45.00.

D. Mahogany finished pedestal, two light fixture. Price, \$18.75.

E. Old ivory enamel, finished pedestal, two light fixture. Price, \$18.50.

C. Solid mahogany pedestal in Adam design; hand-carved. Three light fixture. Price, \$75.00.

B. Pedestal in Japanese lacquer finish, black with gold and colored designs. Two light fixture. Price, \$21.00.

A. Solid mahogany pedestal in Adam design; hand-carved. Three light fixture. Price, \$75.00.

Shade of Saxe blue silk and silk damask, with medallions of lace under silk. Double fringe of silk and chenille. Price, \$45.00.

Shade of figured Japanese silk, with rose and gold, gilt galeon and rose and black fringe. Price, \$30.00.

Shade of broad gold chiffon over figured silk lined with silk. Silk and gold fringe. Price, \$77.50.

Pedestals in Period and Characteristic Designs, in Oak, Mahogany, Old Ivory, Lacquer and "Crome" Finish. With Shades of Every Fashionable Shape and Type, in Colorings to Suit all Schemes of Decoration

NEVER A CHARMING room that does not bask in the glow of the shaded lamp. Drawing-room, library, living-room, hall—is not the aspect of every one of them enhanced a hundred-fold by the introduction of some such "pedestal of light" as you'll find in the surrounding sketch?

The new department for floor lamps is now in full swing, rejoicing in a magnificent collection of designs in fumed oak, mahogany, mahogany finish, old ivory, lacquer, leaf gilt, and the new "crome" effect which shows a subdued tinting of rose, blue and gold.

Shades present themselves in every known form, from the tailored effect in flatly folded silk, to the many-tiered structure inspired by the Chinese pagoda.

Moreover, if any particular coloring or design is desired to carry out a certain scheme of furnishing, the shade will be made to your order. Exclusive weaves of silk, lovely embroideries, painted and patterned crepes and galleons of endless kinds are featured for the purpose.

If You Wish to Make the Lamp Shade Yourself

Instruction in the making of light shades is one of the interesting features of this new lamp section of the Drapery Department. A comfortable room and competent instructors are at your disposal for the purpose. No charge is made for the lessons.

—Fourth Floor.

For Two Days--Special Selling of Oriental Rugs

AN ORIENTAL HAND-TUFTED RUG at the price of a machine-made square—this is what the offering means. Think of a Malabar fifteen feet by eleven feet six at \$125.00! And a magnificent Mahal nine feet by ten feet two, in a mellow-toned brown and rose Ferehan design, ideal for some handsomely furnished living-room, at \$195.00!

These are but two from the splendid collection of large-sized carpets. Featured, too, for the first day of the selling are small and medium-sized rugs at \$17.50 and \$34.50, respectively.

If you want to procure a fine Oriental rug at an extraordinarily moderate price, take advantage of this great two-day campaign of special values in Persian, Indian and Caucasian carpets. These will be featured for Monday:

Mahal	9.0 x 10.2	Monday, reduced to \$195.00
Sparta	9.0 x 11.0	Monday, reduced to \$185.00
Malabar	11.6 x 15.0	Monday, reduced to \$125.00
Ispahan	11.10 x 8.6	Monday, reduced to \$200.00
Agra	12.3 x 9.0	Monday, reduced to \$135.00
Yorovan	12.8 x 9.4	Monday, reduced to \$210.00
Tabriz	13.5 x 10.0	Monday, reduced to \$250.00
Anatolian	11.5 x 8.11	Monday, reduced to \$245.00
Mesher	13.1 x 15.5	Monday, reduced to \$275.00
Sparta	9.0 x 12.9	Monday, reduced to \$185.00
Cashmere	15.1 x 8.2	Monday, reduced to \$165.00
Soumac	7.3 x 9.8	Monday, reduced to \$85.00
Sparta	8.10 x 12.0	Monday, reduced to \$210.00
Kermanshah	9.8 x 13.0	Monday, reduced to \$335.00

Two specials in small Oriental Rugs—a collection of Shirvans clearing at \$17.50. Better come early for these, as the quantity is limited. Approximate size 3 x 6.5. Monday, clearing price, \$17.50.

Another lot of small and medium sized rugs, including Shirvans, Hamadans and Gazacs, for halls, dens, libraries and living-rooms. Size range from 3.6 x 6 to 4.5 x 7. Monday, clearing price, \$34.50.

—Fourth Floor, James St.

Victory Loan Half-Holiday, Monday

In Compliance With the Mayor's Proclamation the Store
Will Close on Monday at 1 p.m.

NO AFTERNOON DELIVERY ON MONDAY

When They Are Asked to Lend Their Lives— Do They Lend Sparingly?

"It is the last day; to-morrow the show commences. My men are all chosen. In the choosing of them what trumps they proved themselves! First the gunners of the brigade were called together; there were to be fifty of them. Then the Colonel and I went down to the waggon-lines and asked for the same numbers of volunteers from the drivers. In both cases the Colonel made the same speech to them. They were needed to follow up the infantry and to build the road in advance of the guns. He explained to them fully their chances of wounds and death; that the moment the attack commenced, the enemy would clap down a barrage on No Man's Land to prevent reinforcements from coming up; that they would have to work in the very heart of this barrage, and that if they were wounded, they would have to lie where they fell. Then he asked who would offer himself for the job. Both at the guns and the waggon-lines every man stepped out. Our difficulty was to select the candidates for death without giving offence to the others."

—From "The Love of An Unknown Soldier."

Our men over there—Wonderful Beings—do not hesitate when asked to throw themselves against the Hun. How can we, in any conscience, hesitate to throw our dollars into the same great cause—to invest to our utmost in

VICTORY BONDS?

The fighting may cease any moment, but millions of money will still be needed—to clothe, feed and bring our soldiers back again.

If we've not yet bought bonds, do so without further delay. If we've already bought—let us buy more.

THE T. EATON CO LIMITED

American Art Pottery for Sun- rooms and Living-rooms

THIS NEW PRODUCT of the modern potter draws its inspiration from the garden and the orchard. It shows vases and bowls shaded in a mellow medley of the browns, greens, purples and pinks that you find in flower beds, fruit trees and dim woodsy places.

One variety, with surface resembling the bark of a venerable oak, is named "Woodcraft," and another, embellished with a sort of bas-relief of rosy apples, is known as "Baldwin Flemish." Prices run from \$2.00 to \$10.00.

Our artist has made a group of representative pieces:

N. Deep basket-like bowl for fruit or ferns—in shaded brown and green with medallion of pink rosebuds on one side. Price, \$5.00.

O. Tall vase in woody browns and greens with "relief" of purple plums. Price, \$5.

P. Deep blue Jardiniere with old ivory medallions applied in Wedgwood fashion. Price, \$8.50.

R. "Baldwin Flemish" vase with relief work of rosy-shaded apples. Price, \$3.50.

S. Fern dish in "Woodcraft" pottery showing a potter's mushroom sprout from the brown bark-like surface. Price, \$5.50.

Madeira Linens at Less Than the Present Mill Prices

WITHIN THE LAST FEW MONTHS the price of linen has soared like a kite on a breezy day. But this particular lot of Madeira was procured before the advance—and you, Madam Customer, reap the benefit.

Here are some of the values to be featured in a special selling of linens on Monday:

Also deserving of notice are these price-attractions:

Hand-made Madeira Linen Centrepieces, with rose scalloped edge, size 24 x 24, greatly reduced at Monday's price, 98c.

Thirteen-piece Luncheon Sets of Madeira linen, the edges scalloped and hand-embroidered in eyelet designs. Set consists of one centerpiece, 24 x 24, and six doilies, each in 6 and 10 inch sizes. Monday, special, \$4.85 each.

T. Madeira linen scarfs for sideboards, dining room or dressing tables—exquisite hand-embroidered in characteristic eyelet design, with scalloped edges. Size 20 by 54 inches. Price, \$1.50.

U. Madeira linen luncheon napkins with scalloped edge and one corner hand-embroidered in eyelet design. Size 12 inches square. Price, \$1.50 per dozen.

25 only, Irish Linen Damask Tablecloths, with one dozen napkins to match. Extra special, Monday, \$14.75 the set.

Snowy white Irish Linen Satin Damask Tablecloths, with one dozen Napkins to match, fine quality linen that always looks well when laundered. The designs are fleur-de-lis, tulip, rose; size cloth, 2 x 2 1/2 yards; Napkins, 22 inches square. Extra special, Monday, \$14.75 the set.

Here is another set of the famous Old Bleach linens in rich satiny finish, in poppy, rose and strawberry designs. Cloths 2 x 2 1/2 yards. Napkins 24 inches square. Monday, special, \$22.00 the set.

50 only Irish Linen Satin Damask Tablecloths, fine quality linen, a few odd broken lines. The designs are in rose, spot or wreath, 2 x 2 and 2 x 2 1/2 yards. Marked to clear out quickly Monday, \$6.50 to \$8.25 each.

—Second Floor, James St.