

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 February Sales of Furniture, Housefurnishings and Silverware Begin Thursday, February 1st

### Featuring Magnificent Displays of Furniture

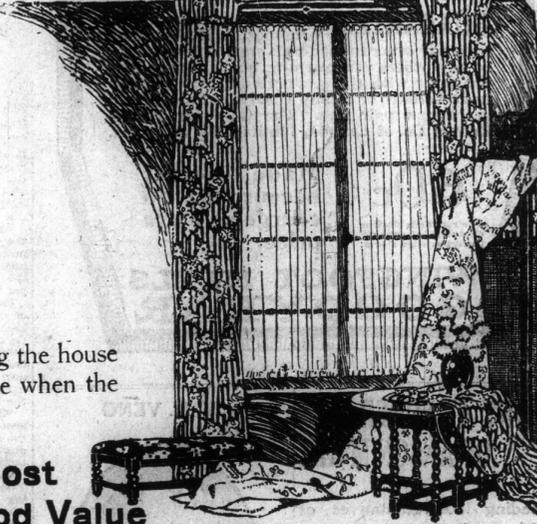
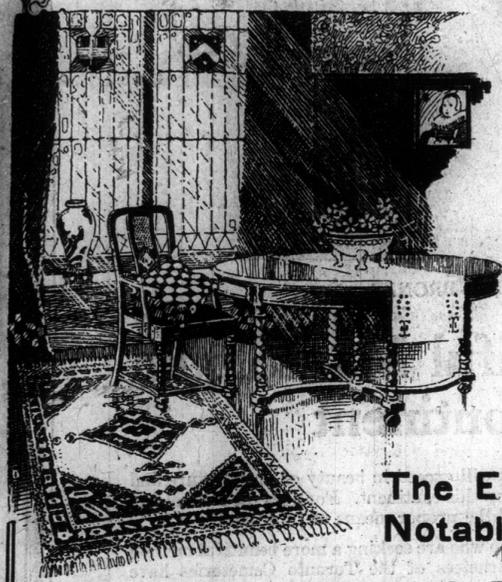
- Curtains
- Upholsterings
- Floor Coverings
- Draperies
- Wall Papers
- Pictures
- Paints and Silverware

These sales furnish a grand opportunity to all interested in making the house more attractive and comfortable, to do so at a saving and at a time when the immense variety provides for almost every requirement.

### The EATON 1917 Sale Exhibit of Furniture Most Notable in Variety, Design, Construction and Good Value

Four immense floors of the Furniture Building filled to capacity with furniture, providing an exhibit worth seeing and of special interest to those who have furniture to buy, at the green sale tickets attached tell of remarkable values.

There are 42 Canadian manufacturers represented in this gigantic showing, which furnishes a variety that is probably not equalled under one roof in Canada. Come Thursday, if it's only to see such an assemblage of modern cabinet-making.



### Dainty Lace Curtains, Pair, 83c, and Other Drapery Sale Bargains

Nottingham Lace Curtains, of good design on fine, even, strong fishnet ground, are a bargain at 83c that we expect will bring hundreds down early on Thursday morning. There are small all-over patterns, designs of flowers and artistic medallions. White, ivory or eoru; 48 to 52 inches, 2 3/4 and 3 yards long. Sale special, pair, 83c.



Sash Nets and Curtain Muslins, some with small all-over patterns, others with stripe or floral borders. White only; 30 inches wide. Sale special, yard, 11c.

Art Cretonnes, 30 inches wide, with all-over patterns in green, black, red and yellow; green, brown and red; blue, pink, yellow and red; or red, brown, green and yellow. Special purchase for this sale. Yard, 19c.

Edged Curtain Nets in ivory shade only; soft-finished material, with new all-over patterns and lace edging securely sewn on both sides. 44 inches wide. Sale price, yard, 33c.

Chintz Overcurtain and Valance Sets, made specially for this sale, will fit windows about 3 by 6 feet, and have all-over designs in widely varied combinations of color. The valance is in Dutch effect, and there's a double hem at top, ready for inserting a curtain rod. A number of these sets are displayed throughout the section, draped at model windows. Sale special, set, \$1.25.

Opaque Window Shades, trimmed with Battenberg lace and securely fastened to reliable spring rollers. We do not believe the equal of the lace could be purchased nowadays for this price in the usual way. White shade with white lace, or cream shade with cream or dark eoru lace. Size, 27 x 70 inches. Sale special, with brackets and tassel, each, 49c.

Curtain Scrim, in white or eoru, with wide border of imitation drawn thread work and double-woven taped edges. 30 inches wide. Exceptional reduction for this sale, yard, 18c.

Silk Finished Velvets and Velours in plain or repp weave; a purchase we cannot hope to repeat at this price under present conditions. 50 inches wide; rich, heavy and durable, in brown, blue or green. Sale special, yard, \$1.19. —Fourth Floor.

Next Friday will be something out of the ordinary in bargain-giving. Watch for the announcement.

FOR OVER 20 YEARS we've been holding this semi-annual sale of furniture —for over 20 years we've been working up the standard, working up the assortments, learning and progressing. For 20 years we've been building up a reputation for special value-giving in furniture during February that has created a buying habit that has grown into a custom, till February was looked on as the Furniture-buying month of the season. This year we have been particularly fortunate in our collecting the vast assortments for the Sale, for 20 years of constant dealing and increasing business establishes a reputation amongst furniture manufacturers that enlists their confidence and support, which, to a great extent, has made for this success, and in the offerings from this Sale are values that promise to make it the most tremendous Furniture month we've ever experienced, for in some cases, regardless of present conditions, are values that are actually better than three years ago—this particularly in the medium-priced bedroom furniture. No regular prices are quoted, for, except in a few cases, the goods have been bought at remarkably low prices from the manufacturers.

Here are some of the great values featured for the opening day and which are representative of the values that abound throughout:

#### For the Dining-room

Dining-room Suite, quarter-cut oak, fumed finish, Adam Motif, wide inlaid lines, dust-proof construction, antique brass drop pulls, buffet, china cabinet, set of slip seat diners, upholstered in leather, extension table, side table, 10 pieces. Sale price, \$125.00.

Dining-room Chairs, in sets of 5 small chairs and 1 arm chair, made in quarter-cut oak, golden or fumed finish; strong frames, slip seats all-over upholstered in leather; 6 pieces. Sale price, \$19.75.

Dining-room Extension Table, of oak with quarter-cut tops; fumed or golden finish; round top, 6-foot slides, pedestal base. Sale price, \$13.50.

Buffet, Jacobean Motif, made in quarter-cut oak, fumed finish; display shelf and mirror, 48-inch top, moulded rim, 2 cutlery drawers, 2-door cupboard, long linen drawer, wood knobs. Sale price, \$25.50.

—Furniture Building, James and Albert Sts.

#### For the Bedroom

Bedroom Suite, Sheraton Motif, made from mahogany, with wide and narrow lines of inlaid satinwood and ebony, a strikingly attractive suite, with dust-proof construction and dull brass trimmings. Dresser fitted with 38-inch mirror, 48-inch top, swell front, 8 drawers. Sale price, \$45.00.

Chiffonier with mirror. Sale price, \$42.50.

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

Cheval Mirror. Sale price, \$24.00.

Somnec. Sale price, \$11.50.

Twin Beds, with cane panel. Sale price, \$38.50 each.

Writing Table. Sale price, \$24.00.

Chair. Sale price, \$7.25.

Rockers. Sale price, \$7.75.

Brass Bedstead, in bright or satin finish, has 2-inch continuous posts, heavy upright fillings with fancy mounts and high head end. Sizes, 3 ft., 3 ft. 6 in., 4 ft., and 4 ft. 6 in. wide, and 6 ft. long. Sale price, \$16.50.

Bed Mattress, made from clean white cotton felt, built in layers, not stuffed, 4-inch border, covered in fancy art ticking, evenly tufted and well stitched. Standard sizes. Sale price, \$8.25.

#### For the Living-room

Arm Chairs for living-room or bedroom use, all-over upholstered frame, high back, low arms and spring seat covered in fancy tapestry. Sale price, \$11.50.

Sample Davenport Sofas, 6 feet 6 inches long, with stuff-over frame, panel and tufted back, spring seat and edges, low arms, high back, upholstered and covered in fancy tapestry, choice of 3 patterns. Sale price, \$60.00.

Divanette Sofa Bed, fumed oak frame, seat and back upholstered and covered in brown artificial leather; opens up for double bed, link weave spring, extra heavy felt mattress. Sale price, complete, \$29.50.

Arm Rocking Chair, mahogany finished arms and legs, high all-over upholstered back and large seat, covered in floral tapestry. Sale price, \$35.00.

—Furniture Bldg., James and Albert Sts.

### New Wall Papers and Balances at Exceptional Savings



These Papers Will be Arranged On Tables Throughout the Department, Making Selection Easy

Canadian and American papers, quantities of each pattern enough for one, two, and in some lines three rooms of average size. There are tapestries, blended effects, printed oatmeals, fabric weaves, silk finished and conventional patterns, also plain effects. Good variety of colorings, making a choice possible for almost any room. Table No. 1, single roll, 17c.

Balances of English and American papers, consisting of silk finishes, printed oatmeals, fabric weaves, blends, mottled effects, tapestries, oil printed papers, stripe, plain and floral effects in bedroom colors, grey, blue, tan, brown, cream, yellow, putty, and many color combinations suitable for the better rooms of the house. Quantities of each pattern enough for one, two or three rooms. Come early for best selection. Table No. 2, single roll, 23c.

Canadian Bedroom Wall Paper, white grounds, with floral stripe in blues, yellow and mauve, fancy borders and ceiling to match. Table No. 3—9" border, half price, per yard, 1 1/2c; wall and ceiling, less than half price, single roll, 5c.

### Paint at 49c a Quart

It's a paint we guarantee to produce satisfactory results in every respect if directions and suggestions printed on each can be followed. It will be offered at this price for the month of February only. Colors:—

"Inside White," specially prepared for interior use only. Outside White, for any use on wood or metal exposed to the weather.

Cream, buff or pea green, for use on walls or ceilings, plaster, woodwork or metal in bedrooms, kitchens, pantries, living-rooms, etc. Medium green for outside trims, with white or other colors, also for fences, posts, garden seats, and any outbuildings. And last, but very important to the general surroundings, the light or dark slate floor enamel for porch or verandah floors, steps or walks. February Sale price, quart tins, 49c. —Fourth Floor.

### Remarkable Bargains in Silver-plated Hollow-ware, From 75c to \$10



Three-piece Tea Set, Queen Anne design, silver-plated on nickel silver base. The sugar bowl and cream jug are gold-lined, and the teapot has an ebony handle. Sale price, 3 pieces for \$10.00.

Entree Dish, silver-plated on nickel silver, is oval shaped, with neatly headed edge, and forms two separate dishes merely by removing the handle. Sale price, dish with cover, \$6.50.

Cake Baskets in pierced design. Silver-plated on nickel silver base. Sale price, each, \$5.00.

Biscuit Jars and Breakfast Cruets. The biscuit jars are made of imitation Crown Derby china, with silver-plated mounting and cover. The cruets contain salt cellar, mustard pot and pepper shaker in crystal glass or imitation Crown Derby china, and have silver-plated mounting and top. Sale price, each, \$1.95.

Butter Dishes in heavy silver plate, have pierced design, glass lining, and a butter knife is included. Sale price, \$1.50.

English China Salad Bowls, with floral decorations, silver-plated mountings, and a pair of servers to match. Sale price, \$3.50.

Marmalade Jars of crystal glass, in floral designs, have silver-plated cover and spoon. Sale price, 75c. —Main Floor, Yonge St.

### Axminster Rugs Dollars Less Than Maker's Present Quotations: \$6.25 to \$24.50

THE PILE OF THESE BEAUTIFUL AXMINSTER RUGS is soft, close and velvety; the designs are in Kazak Oriental patterns in red, blue, brown, olive and tan, on a warm buff ground.

Size 4' 6" x 6'. Special Sale offer, each.....	\$6.25	Size 6' 9" x 10' 6". Special Sale offer, each.....	\$16.25	Size 9' x 10' 6". Special Sale offer, each.....	\$21.50
Size 4' 6" x 7' 6". Special Sale offer, each.....	7.65	Size 9' x 9'. Special Sale offer, each.....	18.50	Size 9' x 12'. Special Sale offer, each.....	24.50
Size 6' 9" x 9'. Special Sale offer, each.....	13.75				

Brussels Rugs, with quite new designs of the floral, conventional or Oriental type with various combinations of color on brown, green or blue grounds. A rare saving as follows: Size, 6' 9" x 9', sale price, \$11.50. Size, 9' x 9', sale price, \$15.75. Size, 9' x 10' 6", sale price, \$19.50.

## THE T. EATON CO. LIMITED

Small Smyrna Rugs, durable, handsome and reversible, have Oriental patterns in bold color effects, and are well finished with fringed ends. Size 18" x 33". Sale price, \$1.15; size 27" x 54", sale price \$2.95; size 36" x 72", sale price \$4.65. —Fourth Floor.

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