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# EATON'S DAILY STORE NEWS

Four "C.D.V." (half cabinet) photos, size 2 3/4 x 4 1/4 inches, for \$2.—New Photo Gallery, Camera Section, Main Floor.

## The Problem of The Rug

Twenty to six hundred knots per inch in the rug itself and possibly as many twists of uncertainty in the mind of her who sets out to choose it! Shall it be a Kirmanshah, delicately lovely, boasting a neutrality of tone that permits the adoption of any color scheme? Or a Tabriz, vivid with rose red and ivory white, or a Bokhara rich with coppery brown? Or should heed be paid to economy and search be restricted to the Wilton and Axminster weaves—the clever copy of the Oriental carpet or to the plain velvet-like square with the floral or band border? Or does the simplicity of the room demand a Scotch Art square or a Brussels square in quaint little lattice effect? The sketches below are published with the hope of converting such question marks into exclamations of satisfaction, and full stops of decision. They represent a few typical designs and values featured at the present time in the magnificent assemblage in the Rug Department.



Rich and rare are the colors and patterns you will find in a group of Anatolian rugs. For they are taken from priceless old Persian carpets. But woven in Asia Minor under the supervision of the well-known Oriental Carpet Manufacturers, they are procurable for comparatively moderate amounts, the sizes ranging from 8 ft. 8 in. by 6 ft. at \$32 to 6 ft. 4 in. by 13 ft. 5 in. at \$385. They afford a wide choice of light and dark colorings, the rug in the sketch above testifying to the characteristic delicacy of design.



With an alluring rose color ground, and a border and medallion of midnight blue, daintily patterned with ivory, pink and tan this seamless Wilton rug is a clever understudy indeed to a fine Persian carpet, and offers very confidently to play the part of floorcovering in any daintily furnished drawing-room or bedroom. If preferred, it may be had with a soft wood green or light blue ground. Prices on the most-wanted sizes are as follows:

5 feet 5 inch by 7 feet 11 inch.	\$38.50
6 " " " 10 " " 6 "	52.50
9 " " " 12 " " 6 "	62.50



Chinese and charming are synonymous terms just now in the realm of a dainty house-furnishing. In New York there is a positive craze for the Chinese rug. And this seamless Axminster square above is a happy example of the decorative trend. The ground is a dark, clear amber, and the little formal medallions and informal flowers are worked out in willow blue and brown with a touch of ivory. The border is a combination of all shades mentioned. By way of variety you may have the same design on a gray or blue background. Prices are:

6 ft. by 9 ft.	\$38.50
8 ft. 3 in. by 10 ft. 6 in.	55.00
9 ft. by 12 ft.	60.00

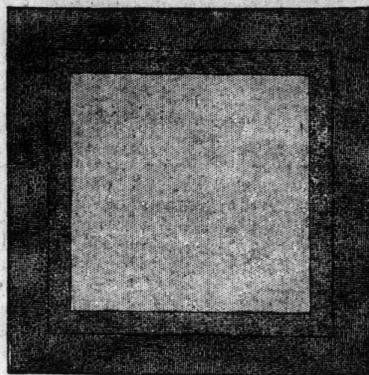


For a living-room or a dining-room boasting the popular brown and green color scheme, here is an admirable rug at a moderate price—a seamless Wilton square, faithfully reproducing an Oriental carpet of the warm-toned, bold-patterned Kazak design. The "all-over" medallion effect being carried out in a soft medley of tan, deep blue, and terra cotta. Representative sizes and prices are as follows:

6 feet 9 inch by 9 feet	\$35.00
6 " " " 10 " " 6 inch	41.00
9 " " " 10 " " 6 "	54.50
9 " " " 12 " " 6 "	62.50

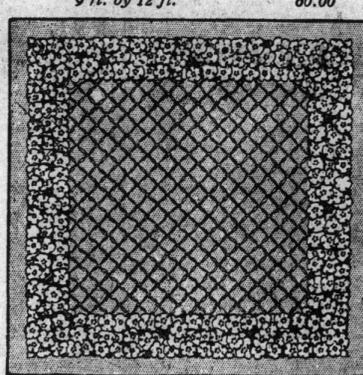


Many people prefer several small rugs for their living-room rather than one large one, in which event they are wise to include a Kazak in some such bold, effective design as that pictured above. That the coloring is usually a cheerful medley of red, blue and ivory, and that the durability of it is proverbial, bespeak its usefulness also for halls, vestibule, or "dens". Sizes run from 3 ft. by 3 ft. 6 in. to 6 ft. by 8 ft. and the prices from \$22.50 to \$150.00.



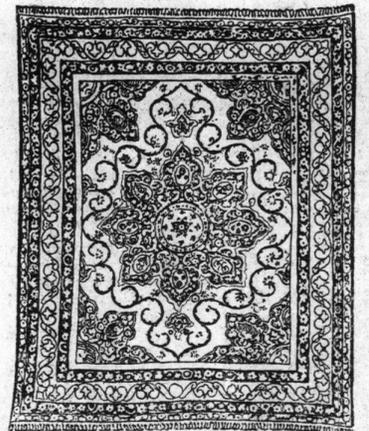
Ready for any scheme the artistic-minded householder may have in view, the plain rug with the soft-tone band bordering its outer edge may well be deemed a general favorite. As though to the manner born it will grace the floor of the bedroom or boudoir furnished in the period of Louis XV., or with equal facility play its part in equipping the Jacobean living-room. The rug above is a seamless Axminster of beautifully velvety pile, the choice of colors including an enchanting French blue, a soft wood green, and a fine golden brown. Prices and sizes are:

6 ft. by 7 ft. 6 in.	\$21.50
6 ft. by 9 ft.	25.50
9 ft. by 10 ft. 6 in.	45.00
9 ft. by 12 ft.	51.00



For its dainty coloring and simple design, the Scotch art square is dear to the heart of her who knows how to evolve a charming bedroom. The square illustrated above is one of the most winsome of its kind—tinted in a cool, clear blue of a deep Weigwood tinge. The tulle's effect in the centre and the conventional border are worked out with an under-tone of white. The same attractive design may be had in green, blue or gray, in these sizes and at these prices:

7 feet 6 inch by 9 feet	\$ 7.50
7 " " " 10 " " 6 inch	8.75
9 " " " 10 " " 6 "	10.50
9 " " " 12 " " 6 "	12.00
10 " " " 12 " " 6 "	14.00



Famous as Devonshire cream or Limerick lace is the Kirmanshah rug famous for the feathery delicacy of its patterning and the exquisite daintiness of its coloring, the most successful combination of hints being pink green and pale blue on creamy ivory ground. For drawing-room or other ceremonious apartment the Kirmanshah is the rug par excellence. It is obtainable in a range of sizes ranging from 6 ft. 11 in. by 6 ft. 3 in. at \$200 to 18 ft. by 11 ft. 2 in. at \$850. A characteristic design is that illustrated above.



The glow of warm rose red tones radiates from this beautiful Melas rug. It is the coloring of the background and provides a splendid foil for the lace-like medallions and flowery motifs which pattern it with ivory, tan and blue. The Melas is a faithful copy of the old Persian Meshed, but being woven in Asia Minor it is immeasurably less expensive. Its prices range from \$18.00 for a rug size 10 ft. 1 in. by 8 ft. 2 in., to \$400.00 for one sized 11 ft. 9 in. by 12 ft. 3 in. A Melas of this type lends itself delightfully to dining-room or living-room furnishing.



Here is another attractive rug at an attractive price for her who wants a covering for sitting-room or dining-room floor. It shows the Oriental influence in its pattern, and its coloring is the popular blending of brown, tan and olive green. It is a seamless Wilton square, and may be had in sizes ranging from 6 ft. 9 in. by 9 ft., priced at \$35.00, to 9 ft. by 12 ft. at \$62.00.

## BURGUNDY, BOLIVIA AND BROCADE SPELL THE FASHION VERB "TO BE"

The First a Color, The Second a Cloth, and The Third a Silk or Satin.

NEW YORK, Oct. 2nd, 1910.—When you come down here to learn the mind of Fifth Avenue concerning the modes you meet with no difficulty in obtaining the latest sweet "fapper" to the portly dame whose chin is vanishing into her throat. And previous to this actual wearing of it, the shops and little inner shrines of style are showing it with an unanimity of enthusiasm that leaves no doubt as to its ultimate vogue.

Thus you are assured of the fact that Burgundy red is one of the smartest of all colors for Fall—a rich deep, luscious tone that has almost as much purple in it as red. For suits and top coats, especially, it is immensely in favor, while the afternoon gown of Burgundy velvet is the very embodiment of fashion.

You learn furthermore that the fabric of first choice for the all-conquering separate coat is Bolivia cloth, first cousin to the familiar covey, only thicker and deeper and softer. Clothe yourself in a dress of navy blue serge or satin topped by a wide swirling, full-length coat of Burgundy Bolivia cloth and you may rest assured that for walking or motoring you are garbed according to the latest correct idea of this city whose synonym is "chic." For suits, too, Bolivia shares with wool velours the place of first favor.

As for the brocades which offer themselves for evening gowns and opera wraps, they are radiant as a Georgian Bay sunset in color, and sumptuous as an Eastern fairy tale in pattern, the design consisting generally of great spidery medallions embroidered in gold or silver threads. To look down on the ball-room of a certain fashionable hotel the other night was to imagine a small Durbar in progress.

If the matter of styles might be reduced to a formula, thus it would read: Suits are in long-coated Russian effects, colored, cuffed and banded with fur. Afternoon dresses show the long, straight lines of the Moyen Age. Evening dresses reflect the modes of the periods of Louis XV. and Louis XVI., with characteristic fondness for handsome silks, sparkling tulle, lovely laces, sportive ribbons, naive flounces and panniers a la Watteau. As for the top coat which must be counted in any wardrobe pretending to completeness, it is of the same wide-sleeved, full-skirted species as the swagger English coaching coat. And, as stated above, it is at its smartest when composed of the new Bolivia cloth—in Burgundy, nigger brown, Russian green, or pla purple. It should be full length.

And speaking of first things last, the English walking boot of tan Russian calf is backing in its hour as extirpat as the dodo. For morning and afternoon, at least, her figure is straight and slim as the figure of the Statue of Liberty looking out at the world at the gateway of the harbor.

The Scribe

Out-of-town readers ordering any of the rugs described on this page should address their orders to the Personal Service Department.

### Miss Marjory MacMurphy Will Review the New Books

Recommends Those That Are "Extra Good" Advises in the Selection of "Liberaries" for Schools and Clubs.

WHICH book is good, which is better, which is best—this interesting and very helpful information is now placed at the disposal of those in quest of something new to read. For the benefit of patrons of the Book Department there will be listed each week on a special bulletin board a short, terse resume of each new book as it comes from the publisher. These brief reviews will be written by Miss Marjory MacMurphy, well-known throughout Canada as a book critic and writer of special articles. From Miss MacMurphy's reviews customers will not only be enabled to ascertain at once what a book is about and how it is written, but will receive very definite guidance in the choosing of such books as are most entertaining, and most worth while. Miss MacMurphy's advice will also be available for the selecting of books for libraries, for schools and clubs. The first lists of reviewed and recommended books are now in the Department.

—Book Dept., Main Floor, Albert and James Sts.