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# EATON'S DAILY STORE NEWS

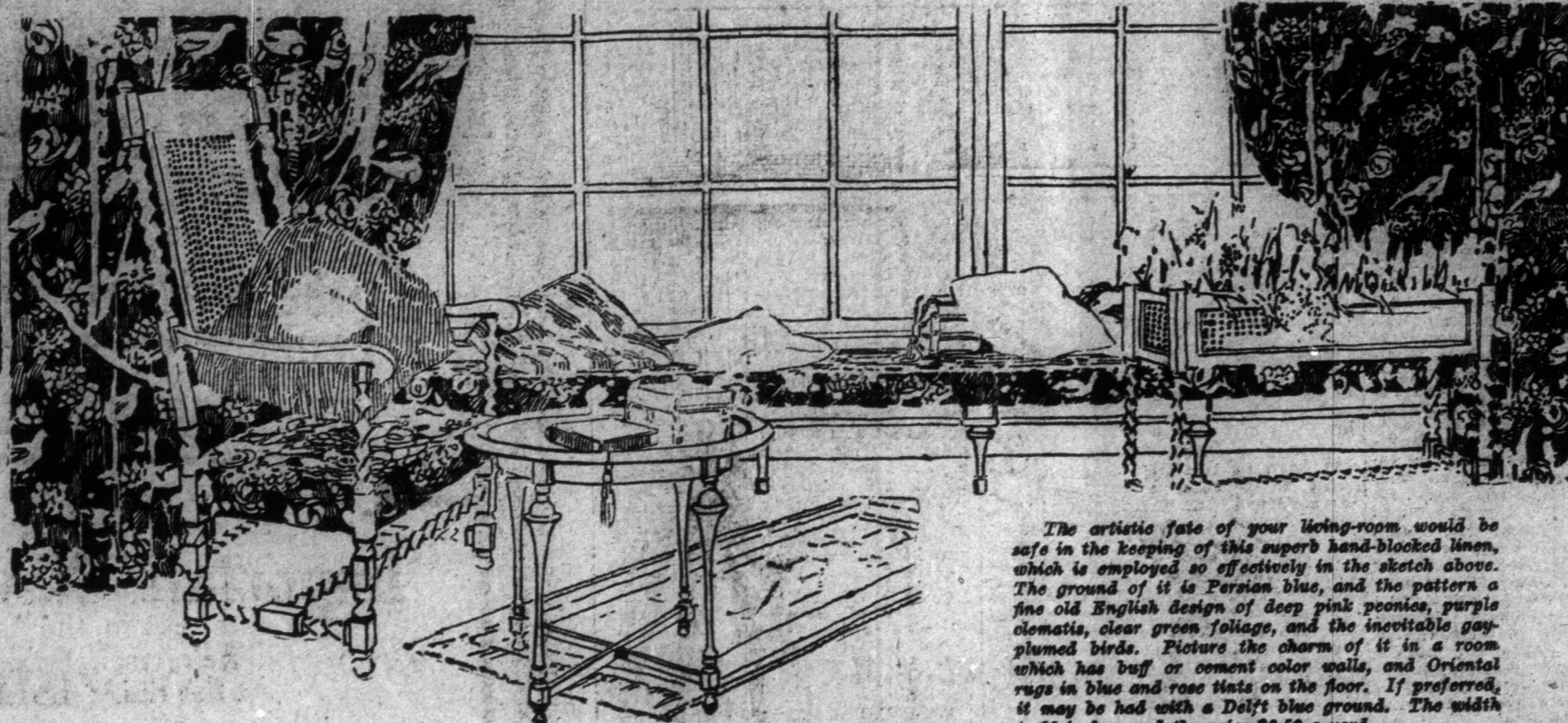
At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 8.30, 9, 10 a.m., 1, 4, 4.40 p.m.

## Making Your House to Bloom Anew With Flowers of Chintz

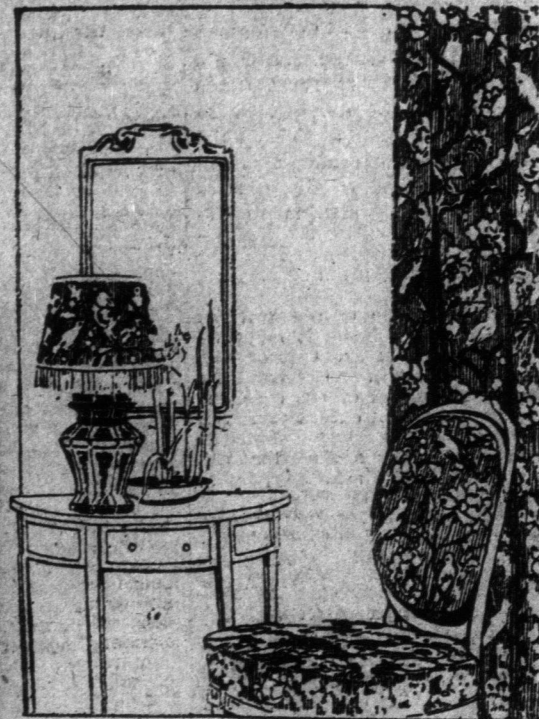
**T**HAT SPRINGTIME LONGING to make a room look bright and fresh—how insistent it is these April days! And what more effective means to the end than handsome, colorful chintz? Use it for curtains, coverings and cushions, and, lo, the whole aspect of living-room, drawing-room or bedroom is transformed! And, comparatively speaking, how trivial the cost. Here on the page below our artist presents a few of the charming patterns in the great display of these decorative fabrics now on view in the Drapery Department. There are multitudes of others, too, equally attractive—linens, "shadows" and tapestry effects.



Only a peep you get of this dining-room, but you may depend upon it that it's a charming room. How could it be otherwise, with such a delightful fabric for curtains? Imagine a heavy linen of a soft amethyst purple tint, patterned with big pink and white magnolia blossoms, green leaves and long-tailed birds, with blue and deep pink wings. Moreover, there is plenty of brown and tan in the branches to blend in well with the pretty and sand color walls of popular vogue. It is 50 inches wide, and priced \$8.50 a yard. The same design on an old blue ground is likewise a delight to behold. It is the same price.



The artistic taste of your living-room would be safe in the keeping of this superb hand-blocked linen, which is employed so effectively in the sketch above. The ground of it is Persian blue, and the pattern, a fine old English design of deep pink peonies, purple clematis, clear green foliage, and the inevitable gaily-plumed birds. Picture the charm of it in a room which has buff or cream color walls, and Oriental rugs in blue and rose tints on the floor. If preferred, it may be had with a Delft blue ground. The width is 50 inches, and the price \$8.50 a yard.



Is it your fancy to have a purple color scheme in your drawing-room? The idea is very popular with artistic folk at the present time. And 'tis an amethyst chintz you see in the curtains, lamp-shade and chair above—a delightfully decorative fabric, patterned in black and white with big conventionalized peonies, a chic note of color contrast being supplied by the blue wings and red breasts of the birds perched here and there on the branches. The same design may be had, too, with ground in the fashionable puffy shade. The width is 50 inches, and the price \$8.50 a yard.

### The Formal Spring Display of Furniture and House-Furnishings

Continues On Wednesday

with a delightful and extensive showing of everything needed for the artistic and practical equipment of house, flat, cottage, hotel, or club rooms.

Special price inducements for early shopping are featured each day in every department.

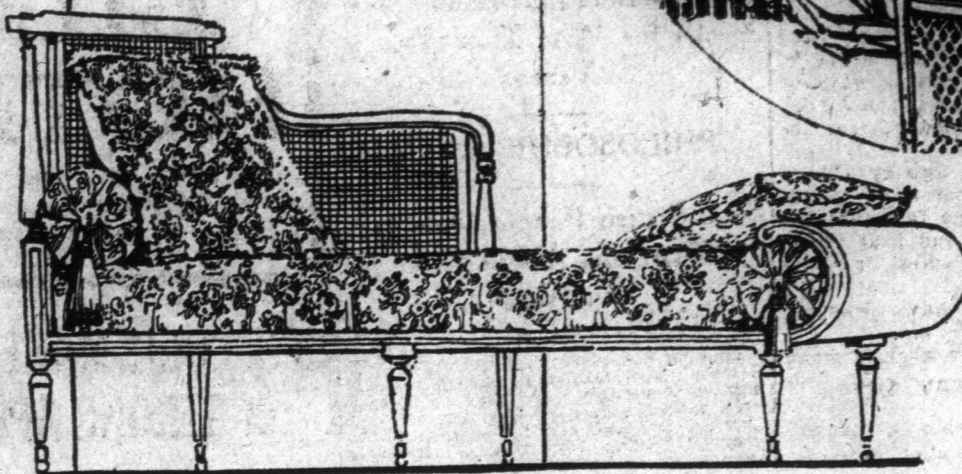
### Making Slip-Covers

for furniture is one of the important aspects of special-order work featured by the Drapery Department. If your chairs and sofas are in need of such covers, notify the department and a man will be sent to your house to take measurements and submit an estimate of cost.



### Reupholstering

is another strong feature of the Drapery Department's activities. And not only will chairs, sofas, and footstools be re-cushioned, but, if necessary, the frame-work thereof will be repaired and repolished.



This choice lounge in Adam design seems to demand a fabric with a Frenchy flavor. Hence the choice of this delectable little shadow cloth of ivory white, patterned with hazy blue and mauve flowers, soft green leaves, and demure little brown and mauve birds—a fabric that can be recommended for use with any dainty furniture of the French period type. The price is \$8.00 a yard, and the width 60 inches.

She appears a bit wistful, this lady at the window. Watching for Spring, doubtless. But if she be disappointed that it comes so slowly, she will have this consolation, at least, that her room is gay and fresh as a Summer morning, with its curtains and valances of crisp new chintz. And such a fascinating chintz as it is!—a rose and ivory stripe, flowered all over with white marguerites and mulberry pink roses. It is a chintz taffeta, 56 inches wide and 60 cents a yard. If you would rather have a darker color scheme, you may have it with the stripe a deep blue instead of rose.



Verandah days bring the willow chair to the fore, and also the question, "What chintz for the cushions?" Behold, then, one of the ideal patterns for the purpose—a clever, cheerful thing contrived out of bright pink dahlias, mauve hollyhocks, and deep blue baskets to hold them, all set forth on a yellow ground. "Gay, but not gaudy," it may well be described. The width is 56 inches, and the price 75 cents a yard. It is featured, too, in combinations of various other serendipitous shades—browns, greens, blues, etc.

### Clearance of New York Dresses

Wednesday at 10.30 a.m.

Smart, distinctive models for morning and afternoon wearing offered for quick selling at the greatly reduced price of

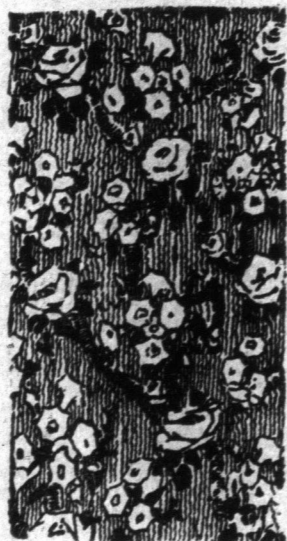
**\$27.50 Each**

**T**HE collection consists of various groups of gowns remaining from early Spring shipments—fashionable dresses in formal and informal styles in Jersey cloth, Khaki-kool, charmeuse, serge, crepe de Chine, taffeta and Georgette crepe. The choice in color includes flesh pink, navy blue, oyster white, taupe, French blue, black and grey.

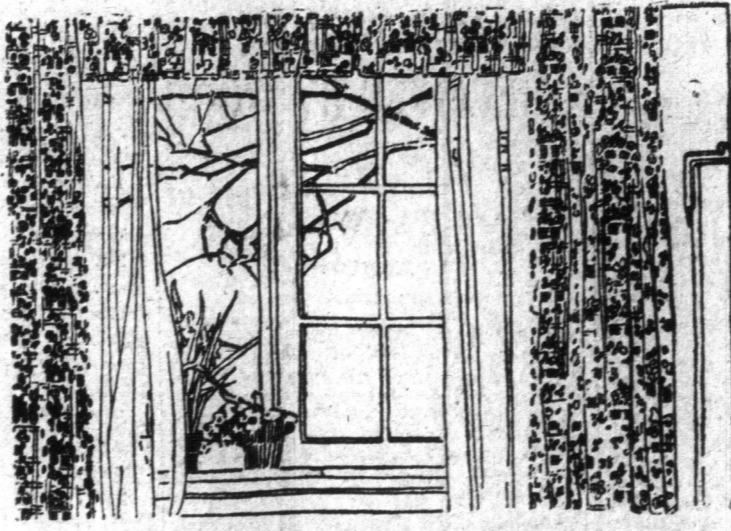
Some of the wool Jersey models are in coat and skirt effect, charmingly embroidered, and several of those in Georgette crepe and taffeta are in graceful Russian blouse style. All represent the season's mode in its various forms.

The offering affords a splendid opportunity to procure a smart, wearable gown at a greatly reduced price, some of them being marked at half and less the usual amount. They will be placed on sale at 10.30 o'clock Wednesday morning at \$27.50.

—Third Floor, James St.



Here is a chintz worth studying well, for its attractions are legion. To begin with, its background is a faint jaeger stripe of tan and ivory, that blends in particularly well with the popular buff and biscuit color wall papers. Secondly, it is most charmingly patterned with huge pink roses and rose and purple morning glories. Thirdly, thick brown branches run through it, making for complete harmony with dark oak or walnut furniture. Fourthly, it is 50 inches wide. And fifthly, it is priced at the moderate sum of \$1.00 a yard. Furthermore, for a room with grey walls, the same pattern may be had on a grey ground.



If only this quaint little chintz could be pictured for you in color! You would go into raptures over it. However, conjure up a vision of a deep cream linen-like fabric, flowered all over with deep pink roses and crisp green leaves, some of them reposing in odd little yellow baskets. For curtains and covers in a bedroom most delightful effects might be achieved with it. And then, too, the same design may be had on a black ground—with equally happy result. The width is 58 inches, and the price 40 cents per yard.



Such an exquisite shadow cloth, this one depicted above. The ground is ivory, the great ragged-edged flowers are deep rose and rich, hazy purple, with green foliage, brown branches and blue feathered birds all blending in softly to a very lovely whole. It is 50 inches wide and \$2.00 a yard.

—Fourth Floor.



### Little Talk on Nodes and Makers.

CONSIDERING the popularity of Willow china, the story of Li-chi, the mandarin's daughter, and Chang, the secretary of the Chinese grantees, should be as familiar as "Romeo and Juliet" or "Uncle Tom's Cabin." But is it? Do you know the romance of the old blue plate? Here it is if you care for a sentimental tale that is old as the proverbial hills: Look at the illustration. You will see a corner of the mandarin's house peeping out at the extreme right. Over the pagoda in front of it an orange tree spreads its branches, while to the right blooms a peach tree in full flower—symbol of matrimony and long life. It was here in this tower of loveliness that Li-chi and Chang would meet. Here they plighted their troth and vowed vows of undying affection. Chang was poor. His home was the humble cottage on the island at the top of the plate. This mattered not a whit to Li-chi. But when her father learned of her love for the penniless secretary he was determined the marriage should not take place. He was relentless.

Finally the lovers fled. They took refuge with the gardener, whose cottage is seen at the lower left. It is Chang, Li-chi and the gardener you see crossing the bridge, where the thin-looking willow grows at the edge of the water. Having escaped the mandarin, they were wed forthwith, and set out for Chang's cottage across the lake. Observe them making the journey in the queer sort of houseboat. That is the happy bridegroom at the oar.

When the mandarin got news of the elopement he was beside himself with anger, and swore vengeance. The gardener was compelled to reveal the lovers' retreat. The irate father pursued them, and when he found them would have beaten them to death with a whip. But the gods, so the story runs, took pity upon Chang and Li-chi and changed them into the two turtle-doves that soar above the familiar scene.

It is called the Willow pattern because of the drooping tree by the bridge which began to shed its leaves just about the time when the elopement took place.

The Scribe.

## THE T. EATON CO. LIMITED

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