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# EATON'S DAILY STORE NEWS

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

## In Draperies

*A Wonderful Medley of Gay Chintzes, of Rich but Sombre Tapestries, of Luxurious Silks and Velvets and Artistic Plain Fabrics that Commend Themselves for Use with Eighteenth and Nineteenth Century Period Furniture.*

IT IS A TRUE romance of art and commerce, the tale that is told by these beautiful fabrics for draperies, upholstery and wall coverings—materials that came into vogue with William and Mary and Queen Anne.

Dutch traders brought from the East the brightly colored *chintz* (Hindu-spotted cloth); English traders marketed in the velvets and silks from Genoa and Florence, and the tapestries and wool work so much used were oftentimes products of the industry of their owners. The great circle of 17-18th century English designers made their own styles—brocaded or printed materials in Eastern design, classic medallions and wreaths or stripes according to the fancy of the particular artist. And all these are to be found in the most representative collection of charming fabrics that distinguishes the Drapery Department.

There are chintzes and shadow cloths galore, with strange glowing flowers springing from climbing branches, on which are perched long tailed birds, naturalistic roses and lilies with plenty of foliage, as affected by the English-Dutch school of William and Mary and Queen Anne. There are the strange exotic designs and the Chinese patterned chintzes that Chippendale delighted in, in a vast range of lovely colors, both in the 36-inch width at prices ranging from 35c to \$1.00 a yard, and in the 50-inch width at prices ranging from \$1.75 to \$3.00 a yard.

Tapestries are exploited in magnificent array in a host of verdure designs and quaint large floral effects in cool greens, enriched with browns, rose and a hint of blue. These range in price from \$1.50 to \$12.50 a yard.

Among the silk brocades may be noted several typically Adam designs with the characteristic medallion and festoon in charming shades of grey, blue, champagne, rose, green and mulberry, also Chinese Chippendale brocades at \$2.50 and \$3.50 a yard.

## In the Multitude of Treasures Housed in the Furniture Building

*Specially Noteworthy is the Splendid Collection of Period Furniture Featuring for Tuesday, Dining Room and Bedroom Suites in the Eighteenth and Early Nineteenth Century Styles, So Tremendously Popular at the Present Time*

NEVER was a greater axiom written than the phrase: "A thing of beauty is a joy forever," and in no way can it be more ably illustrated than in the possession of furniture which by reason of its exquisite proportions and its well balanced lines must be an aesthetic gratification to the possessor and whoever should happen to view it.

And these qualities are characteristic to a superlative degree of the graceful Adam, the luxurious Chippendale, and stately Queen Anne and William and Mary designs specially commended to your notice for Tuesday.

These abound in the Furniture Building, and are to be had in all manner of sizes and designs, the following having been selected as good examples of type and moderate pricing.

First, the Adam dining-room suite, which appears in the illustration at the foot of the page. This is carried out in the dark mahogany favored by the Adam Brothers, and is made of beautifully matched wood. With its classic grooving, occasional carved medallions, tapering legs, spade feet and oval drop handles in antique finish, it is very characteristic of the simpler furniture by these designers.

A charming dining-room suite in William and Mary design, unusually dainty and effective, is made of walnut, inlaid with ebony. The sideboard is particularly striking with a low back between two small drawers, shelf tops. It has two deep centre drawers between side cupboards, having plain round medallions and pear drop handles of antique finished brass. The dinner waggon is similar in style, but with underself; the 4-shelf china cabinet opens with a centre door; the table is oval; the 6 chairs have arched panel backs, and tapestry seats, and all are characterized by the well known cup and ball legs with curving braces. The price of this suite is \$465.00.

Very handsome is a mahogany bedroom suite after Chippendale, one of its distinctions being the lovely marking and splendid matching of the wood, and another the beautiful carved beaded edges. The twin beds are plain but for this heading and a Chinese motif in the centre of the head and foot pane's, which is given special significance by the graining of the wood. They measure 3'3", and are each \$92.00.

The toilet table in knee hole style, with triple wing mirror, ebony lattice carving at the back, and ornate brass handles. Price \$175.00. The wardrobe chest, with similar paneling to that on the beds, is \$225.00; the nightstand, \$27.50; the writing table, with two drawers, \$72.00, and the panel backed chairs, with Chinese tapestry seats, \$14.50.

Obtainable in mahogany is a bedroom suite in Queen Anne design. The dresser, highboy and dressing table all have the typical arched mirror frames and cabriole legs and antique finished brass handles and key screws in a curious seal design. The bed has arched panels head and foot, and the whole suite is \$130.00.

—Furniture Bldg., James and Albert Sts.

## To-day and the Following Days of the Week Will Take Place The Autumn Exposition of Furniture and Housefurnishings

Presenting in every aspect of the aesthetic and the useful A magnificent array of beautifully proportioned, splendidly constructed furniture of every type and period, conformable with modern ideas of artistic furnishing, and ranging from the early Flemish to furniture that is the product of the New Art movement.

Draperies and upholstery fabrics that are eminently "livable" and materialize every artistic ideal in beauty of texture and harmony of coloring.

Wallpapers in endless variety that are a perfect revelation as to the pitch of excellence to which the making of fabric and the art of printing have been developed.

Floorcoverings that embrace every type known to the decorator from the intricate designs and glowing colors of the Oriental to the almost patternless rugs which have of late been so popular.

A Special Attraction is a Series of Lectures by Professor Frank Alvah Parsons President of the New York School of Fine and Applied Art, Lecturer in New York University, Whose Lectures of Two Years Ago So Delighted Artistic Toronto

These lectures will be delivered twice daily in an improvised auditorium on the Fourth Floor, the programme being as follows:

- Monday, 10 a.m. 1—"The Relation of Art and Decoration to House Furnishing."
- Monday, 2.30 p.m. 2—"Color Harmony—How to Produce it in the Home—and Clothing."
- Tuesday Lectures, 10 a.m. 3—"The Principles of Arrangement and Design Active in House Furnishings or Clothes."
- Tuesday, 2.30 p.m. 4—"Vital Aspect of Art and its Relations to Modern Dress."
- Wednesday, 10 a.m. 5—"Period Furniture, Its Use and Abuse in the Modern Home."
- Wednesday, 2.30 p.m. 6—"French Periods and How to Use Them—Louis Quatorze, Louis Quinze, Louis Seize; also Empire."
- Thursday, 10 a.m. 7—"Old English Periods and Their Present Application, Jacobean, Elizabethan, etc."
- Thursday, 2.30 p.m. 8—"18th Century English Styles and How to Use Them."
- Friday, 10 a.m. 9—"The New Art Movement and its Reflex Actions Here."
- Friday, 2.30 p.m. 10—"Selection of Suitable Frames and the Hanging of Pictures."
- Saturday, 10 a.m.—Lecture to Teachers, "Art Essential in Modern Education."

Tickets of Admission may be obtained at the Bureau on the Fourth Floor

## In Wall Decorations

*It is Well to Remember that the Walls form a Background for Your Furniture and Yourself, and if in any doubt as to their Correct Treatment, Why Not Call in Expert Advice?*

SOMEONE HAS said that "choosing a wall paper is like choosing a wife—You have to live with your own selection."

And verily it is a thing not to be lightly undertaken! To begin with, there is the aspect to consider, then the function of the room, also the personality of the occupant and style of the furniture.

Sometimes, and in some houses, plastered walls, panels of silk or leather or wainscoting are infinitely preferable to wall paper, and in these, the advice of the professional decorator is well nigh indispensable.

So we would remind you that our staff of artist-decorators includes men who are well versed in every style of wall decoration known to modern art—all the types of the historic periods as well as the latest dreams of the creators of the "new art" movement, and on receipt of a card or phone message, a competent man will be sent to your house, who will give advice gratis, and, if required, will submit color schemes and sketches.

## The Popular Stripes and Pretty Chintz Effects Abound Among the New Papers

Charming, soft neutral tones are a characteristic of the striped papers, which are so eminently artistic both for bedroom and sitting-room use, where a light, dainty effect is desired, and also frequently provide the most effective setting for the early nineteenth century and Empire furniture.

Stripes of varying widths may be seen on satin and damask papers in faint pale shades of green, stone color, buff, light greys and rose, at 60c a roll, and in much the same hues with silk stripes at 35c and 75c a roll.

Quite new among striped papers is a heavy jaspé striped chambray with little leaves scattered over it at infrequent intervals in a greyish tone on buff. This is used with an extremely handsome chintz border in purple and brown tones, with a touch of burnt orange—long tail birds perched on rambling, flowered branches. The paper is \$1.10 a roll, the border 40c a yard.

## Among the Wealth of Carpets of Every Description Your Attention is Specially Drawn to a Group of Axminster Rugs, Another of Wiltons, and Two Groups of Orientals, With the Reminder That the Sale of Oriental Rugs Continues

SOMETHING RESTFUL, something harmonious, and above all something practical. Are these your requirements in a rug? Then consider the merits of the four groups referred to above.

First of all the Axminsters. These are seamless, splendidly woven, with soft velvety pile and in those plain designs for which the more educated (artistically) modern taste evinces such decided preference. The colors, too, are particularly charming—a lovely purplish mauve that is rapidly coming to its own in decorative art, a warm old gold, and a most effective old blue. The first two have plain centres with narrow acanthus border in soft pretty colorings, and the last is procurable with a plain or latticed centre and border in vine design. These are most effective in sitting-rooms and bedrooms.

Size \$10-6; Price \$52.50. Size \$x 12; Price \$60.00. Size \$x13-6; Price \$67.50. Finely woven, English Wilton rugs of remarkably good quality show a splendid range of those small Persian and subdued Oriental medallion designs at once so effective and so popular. For instance, there is a charming Persehan design in amber cream and dark blue, with a background of

China blue. Another more striking is developed in a rich terra cotta shade with Kazan medallions in tan, dark blue and green. In lighter daintier style is a little trailing Persian pattern with curious small oblong medallions in dark blue, green and brown on a cream ground. Other equally attractive designs present a variety that offers a choice for any room in the house.

Size 6' 9" x 7' 6"	Price.....	\$25.00
Size 6' 9" x 9'	Price.....	30.00
Size 9' x 10' 6"	Price.....	46.50
Size 9' x 12'	Price.....	58.00

## Kermanshah and Small Oriental Rugs at Sale Prices

The Kermanshah stands on a plane by itself among modern Oriental rugs, for beauty and delicacy of treatment, in the achievement of well balanced designs, and wonderfully harmonious but subdued colorings. And the very fact of its unobtrusiveness makes it peculiarly suitable for use with period furniture. Some of the rugs are in medallion effect, some show a light feathery tracery picked out with black. Little idea of their surpassing beauty, of the exquisiteness of weave and coloring can be given by the few pieces so briefly described below; suffice it so say that each rug is a picture in itself—interesting as a piece of wonderful tapestry.

Kermanshah Rug, 6.10 x 11.4. Special Price, \$275.00—Cream ground, rose and blue medallion, cream, blue and red border.

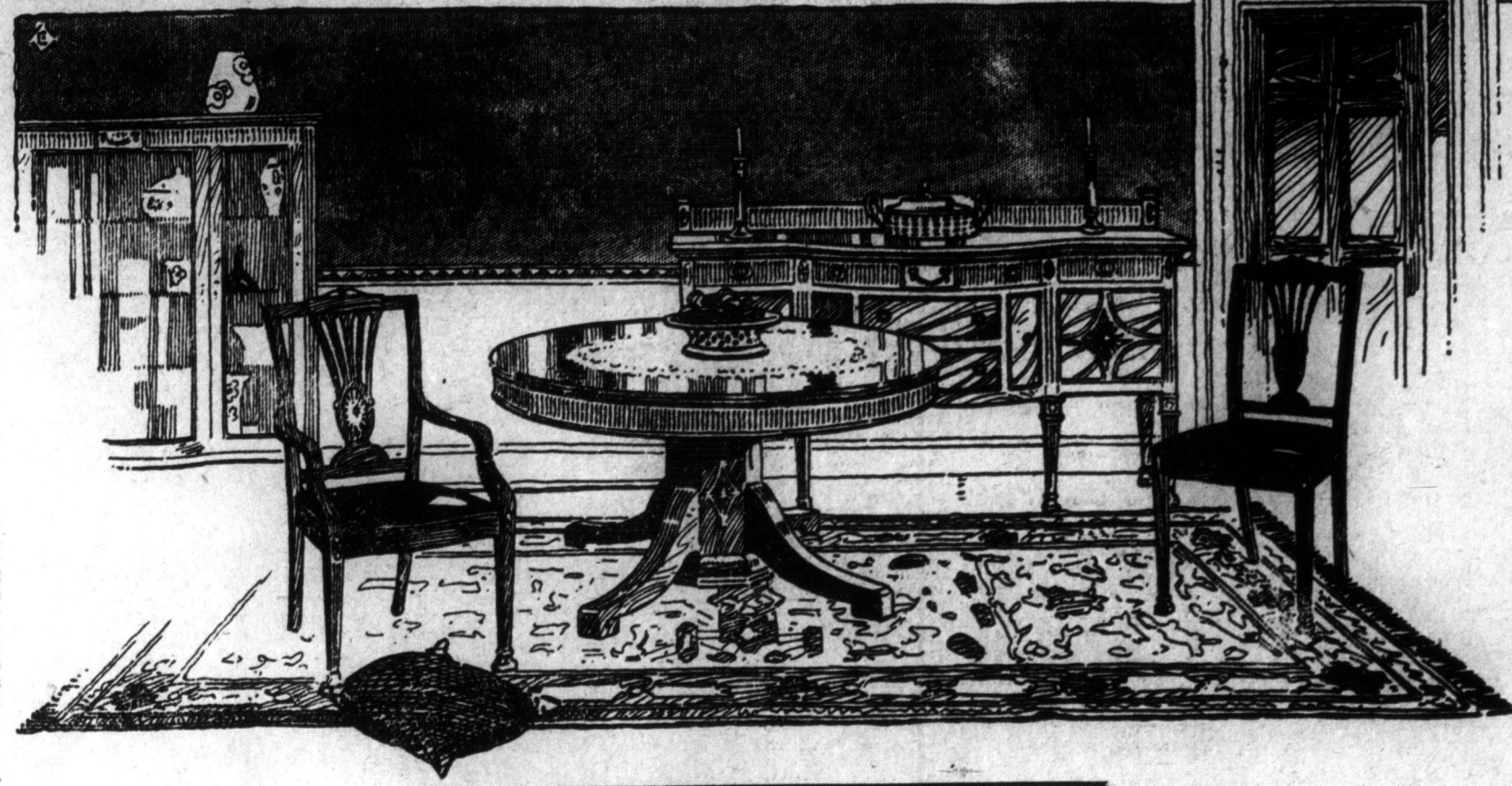
Kermanshah Rug, 8.10 x 10.9. Special Price, \$255.00—Shaded blue ground with medium all-over design.

Kermanshah Rug, 7.4 x 8.10. Special Price, \$225.00—Soft amber ground with corner designs and medallion centre in camel, amber and blue; border in gold and rose.

Kermanshah Rug, 10.7 x 14.7. Special Price, \$600.00—A magnificent example of the weaver's art, a large pear-shaped design, interspersed with feathery lines in intricate design, camel ground; amber, rose and blue border.

Small Orientals for halls, living-rooms, etc., include the well known Hamadan, Shiraz and fine Mossis in medium and dark rich combination. Average size 4.5 x 6.5. Special value, \$45.50.

—Fourth Floor.



THE T. EATON CO LIMITED