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# EATON'S DAILY STORE NEWS

U.D.V., small postcard size photos, full figure or head and shoulders. 4 for 25c. Camera Counter, Main Floor, James St.

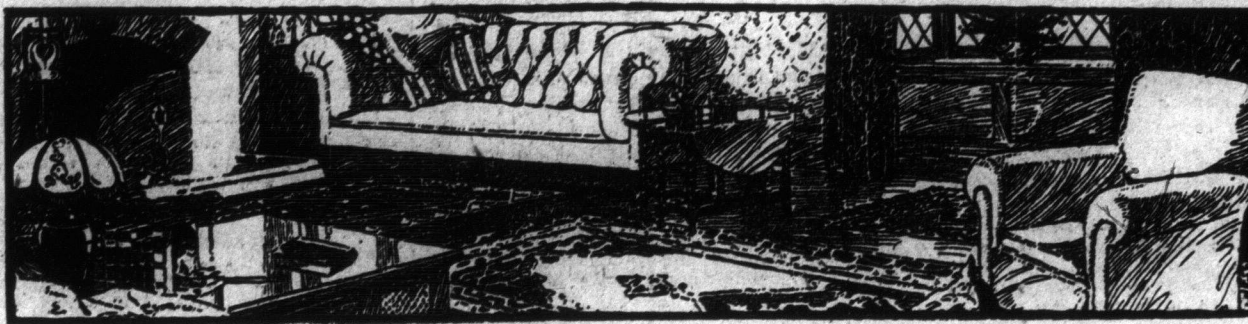
## The Sales of Furniture and Housefurnishings Begin Wednesday, August 1st

*In Which Will Be Featured Remarkable Sale Values in Furniture Throughout the Month—and in Floor Coverings, Curtains, Draperies, Wall Papers, Pictures, Chinaware, Electric Fixtures, and General Household Needs, in a Series of Several Days Each—These Departments in Turn Presenting Special Bargains Which Would Be Impossible to Maintain for a Longer Period.*

Plan your remodeling and changes in furnishings NOW, and take advantage of the immense varieties and bargains in general household furnishings that these big sales have to offer.

Watch daily announcements in newspapers and watch window displays.

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces, on both mail order and city purchases.



"Something Different Every Day" will be the program of the August Sales.

Watch for the Green Sale tickets in the departments. Wherever they appear there is a Sale special. Come and take advantage of the savings. Come early and come often.

**Best Room Papering Bargain in Months, Paper and Hangings, \$5.50**

We will supply and hang paper in any room up to 12 x 14 x 9 within city limits. There is a choice of over 60 papers, including stripes, floral and conventional patterns, gilt and figured effects, in colorings of green, grey, brown, blue, white grounds—something suitable for any room in the house. Wednesday, paper and hanging complete, Sale special, \$5.50.

**Floor Wax, Sale Special, Wednesday, Lb., 29c**

An extra good quality Paste Floor Wax, for any hardwood floor, woodwork, furniture, etc.; polishes easily and is very economical. Sale special, lb., 29c. —Fourth Floor.

**97-Piece Semi-Porcelain Dinner Set, Sale Price \$10.50**

There are only 15 sets in the lot, and they are decorated with a pretty pink rose spray and green foliage. Brilliant glaze on strong white body. The set consists of 12 each bread and butter, tea, dinner and soup plates, cups and saucers, fruit saucers, two platters, two covered vegetable dishes, one gravy boat and stand, one baker, one cream jug, one covered sugar bowl and one slop bowl. Sale price, 97 pieces, \$10.50.

**Doulton China Plates, Each, 35c**

Owing to these China Plates being slightly imperfect we are offering them at a very low price. There are 300 only in 8" and 10" sizes. Designs are conventional and floral in a variety of colors, green, pink, blues, etc. Some have gold traced edges. These are very suitable for sandwich plates, cake plates and other table uses. Special, each, 35c.

**China Tea Cups and Saucers, 8c**

400 dozen China Teacups and Saucers from the Orient, are decorated with neat pink and green floral pattern, in lattice effect, low shape, and very serviceable for everyday use. Special, cup and saucer, 8c. —Basement.

**3-Light Sheffield Fixtures in August Sale, Wednesday, at \$7.50**

These three-light Sheffield design fixtures are in Flemish finish with cast arms extending from body. Chain suspension and good spread. Sale price, \$7.50. —Basement.

**Metal Case Carpet Sweepers, Sale Special at \$1.49**

LAST December we secured a quantity of these and 1,800 were sold in one day. For Wednesday we have a carload to offer, and while the wholesale price has advanced since we purchased before, we offer them at practically what they cost to land at the Store as a big Sale Special for the opening day.

They are all brand new, easy-running sweepers, strongly made and splendidly finished, and the price is so unusual for a carpet sweeper of this quality that we expect this Sale offering to create widespread interest.

Carpet Sweepers are practically a necessity in every home, and at any rate they are a great convenience, especially in hot weather.

The case is of cold rolled steel and baked enamel inside and out, and is in glossy mahogany finish. Trimmings on sides and handle braces are nickel-plated. The 46-inch handle of polished maplewood screws into the socket. Width of sweeper at widest part is about 13½ inches. Height of box from floor about 4½ inches, so it will run under most pieces of furniture. It is equipped with nickel-plated dumping levers, has cushion braid all round to protect furniture, and wheels are rubber-tired.

The brush, the essential part of a sweeper, is made of good bristles, is the full width of case and should last for years. If you want a sweeper, here is the chance to save on one. Quantity sufficient, we think, to last all day, but to make sure order early. We will fill phone or mail orders as long as possible. Extra sales people and cashiers in the department for quick service. Wednesday Sale price, \$1.49.

—Fourth Floor.

**80 Only Bamboo Verandah Screens—Wednesday, Sale Price, 95c**

For This Item We Cannot Take Phone or Mail Orders, the Quantity Being Limited.

These screens are good for verandah, porch or to shade windows exposed to sun. They afford seclusion without shutting out the air.

They are in 4 and 5 foot widths, with 8-foot drops, mostly in natural shade, a few in green. Complete with cords and pulleys, ready to hang. Sale price Wednesday, 95c.

—Fourth Floor.

## If Ever There Was An Opportune Time to Buy Furniture, That Time Is Now---August, 1917

The vast preparations made in the last six months for this big event have been so successful that in spite of five advanced price lists on furniture since August of last year—fair advances made by the manufacturers owing to scarcity of labor and materials—in spite of this, many lines offered in this August Sale are actually lower in price than in August, 1916.

This is one reason why we say it is a most opportune time to buy.

The purchase of one of the oldest furniture factories in Canada together with its contents furnishes the reason for many unusual bargains in high-grade furniture—in fact the sale prices about represent the usual prices at the factory.

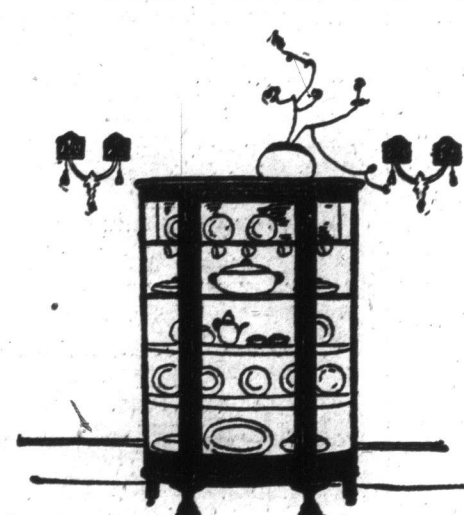
This stock consists of complete Dining-room Suites in walnut, mahogany and oak, also Library Tables, Bookcases, Parlor Tables and Music Cabinets.

In addition to this, we have secured the entire discontinued lines from largest factories in Canada—among these being bedroom furniture—modern and period designs—in walnut, mahogany and Circassian walnut.

But we cannot tell of all the good things at once. For the past week our warehouses have been receiving from 6 to 8 carloads of furniture per day, and this will continue, more or less, throughout the month, providing the "Something Different Every Day" that makes this Sale so interesting.

Come prepared to see one of the biggest exhibitions of furniture we have ever held and to share in the savings that the immense efforts of the past six months make possible in August.

A few instances of the value:



Brass bed, in bright or satin finish, with 2-inch posts, large caps, heavy fillers with ball end mounts. Sizes 3' 6", 4' and 4' 6". Sale price, \$11.75.

Brass bedsteads, in large, massive design, finished with best quality of lacquer, dull or bright finish, 2-inch posts, large ball ends; 1-inch top rail with gallery. Sizes 4' and 4' 6" wide and 6' long. Sale price, \$19.50.

Dressers, 2 designs, made in black walnut and fitted with large mirror, heavy top and deep drawers, wood knobs. Sale price, \$21.00.

Chiffonier to match either dresser. Sale price, \$20.00.

Dresser, golden surface oak, with plate mirror, shaped standards, 34-inch top, square corner posts, 3 long drawers, brass pulls. Sale price, \$8.50.

LIVING-ROOM arm chairs and arm rocking chairs, featuring Jacobean and William and Mary motifs, in fumed oak, with cane and panel backs, and large stuff-over spring seats, covered in floral tapestry. Sale price, \$9.50.

Buffets, in two designs, are in quarter-cut oak, in golden and fumed finishes, and have mirror back with display shelf, 48-inch double top, lined cutlery drawer, 2 linen drawers and 2-door cupboards. Sale price, \$25.00.

Dining-room chairs, quarter-cut oak, panel back, box frame seat, upholstered in leather; 5 side chairs and 1 arm chair. Sale price, \$15.50.

Dining-room extension tables, in quarter-cut oak, golden and fumed finishes, 44-inch round top, deep rim, 6-foot slides, pedestal base. Sale price, \$12.75.

Dining-room suite in quarter-cut oak, William and Mary motif, fumed finish, consists of buffet, china cabinet, serving table, oval extension table, 5 side chairs and 1 arm chair, with slip seats, covered in leather; 10 pieces. Sale price, \$141.50.

Dining-room suite, William and Mary motif, made in black walnut, consists of buffet, 60 inches long, china cabinet with glass sides, 2 glass front panels and large glass doors; extension table, side table and set of 6 dining-room chairs. Sale price, 10 pieces, \$172.00.

Bed mattresses, filled with clean, sanitary cotton and with 4½-inch border, covered in fancy art sateen ticking. Sizes 3', 3' 6", 4' and 4' 6" wide. Sale price, \$6.90.

Living-room arm chairs and arm rocking chairs, all large sizes, all-over upholstered frames, spring back, low arms, large deep spring seat covered in floral tapestry in assorted patterns. Sale price, \$17.50.

Divanette sofa beds, with fumed or golden oak frames, have seat and back upholstered and covered in brown artificial leather; open up for double bed; fitted with spring and mattress. Sale price, \$29.50.

—Furniture Building, James and Albert Sts.

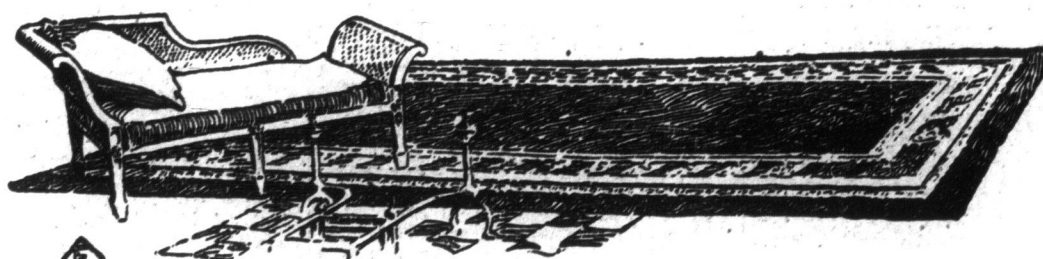
## Buy Your Floor Coverings Now—In Many Instances Less Than Present Mill Prices

*The Bulk of the Floor Coverings for This August Sale Were Bought a Year Ago to Save Advances Since Then. We can Hardly Hope to Repeat Such Bargains for Some Time to Come, So if You Want Floor Coverings Buy NOW.*

It is not difficult to find a reason for carpets and rugs advancing in price when one considers that everything that goes into their manufacture—cotton, wool, jute and dyes—has advanced so greatly, and present prices are sufficiently uncertain that price lists are practically suspended. The making, too, costs more, so in buying these August Sale floor coverings a year ago, considerable savings were effected. If you need floor coverings of any kind, our advice—founded on a knowledge of the markets—is to buy NOW.

Sturdy Brussels Squares, in scores of patterns, in choice colorings for parlors, dining-rooms, bedrooms, living-rooms and dens. Chiefly in Oriental, small Persian and conventional effects, in shades of green, brown, fawn and blues. Size 6-9 x 9-0, Sale price, \$12.50. Size 9-0 x 10-6, Sale price, \$19.75. Size 9-0 x 12-0, Sale price, \$22.50.

THOUSANDS OF YARDS OF HEAVY PRINTED LINOLEUM AT 57c YARD. Thick, heavy qualities, well printed in bright and clear colorings, in choice of block, floral and tile effects, suitable for kitchens, pantries, halls, bathrooms, dining-rooms. Sale price, 57c square yard.



Over 100 heavy Wilton Squares comprise another notable sale item. All are in new and up-to-date designs and colorings. Small Persian effects and medium-sized Oriental designs, so popular at the present time. In tan conventional, two-toned effects, tan Oriental, green Oriental, blue ground conventional and many others. Size 6-9 x 9-0, Sale price, \$20.50. Size 9-0 x 9-0, Sale price, \$27.50. Size 9-0 x 10-6, Sale price, \$32.00. Size 9-0 x 12-0, Sale price, \$36.50.

**825 HEAVY AXMINSTER HEARTH RUGS.**

Some of these lines are now out of the market and cannot be purchased at any price. Woven with a deep, rich, lustrous pile, showing floral and Oriental designs in a variety of colorings. Size 27 x 54 inches, Sale price, \$3.45. Size 36 x 63 inches, Sale price, \$5.25.

**1,400 YARDS OF STURDY TAPESTRY CARPET AT 73c YARD.**

A suitable floor covering for parlors, bedrooms, dining-rooms, sitting-rooms and halls. In green Oriental and Oriental, fawn floral chintz, green floral and brown and green conventional designs. Sale price, 73c yard. —Fourth Floor.

**T. EATON CO.**