

"Multiplex" means "many ply" and "service" means "service." Ask for MULTIPLEX BRAND HOSIERY—made in sizes for men, women, and children.—Main Floor, Yonge Street.

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.

Some of the Friday Bargains

Women's Blouses

About 200 Odd Linenette Waists, mostly imported styles, some of American volte with panel fronts and fine Yal lace; others of organdy with spot or spray embroidery, large collars, long sleeves with dainty cuffs. Sizes 34 to 44. Reg. \$1.98 to \$2.95. Friday, \$1.39.

Women's Silk Waists, in pongee, messaline, paillette and Jap. silk. A variety of styles to choose from, trimmed with hemstitching, lace, tuckings, or insertion, high or low collar, long or short sleeves. Colors, tan, navy, Copen, grey, ivory or black. All sizes in the lot. Reg. \$1.98 to \$3.50. Friday, 98c.

Middles of White Jean; one style has deep band bottom, long sleeves with anchor emblem, sailor collar, Admiral style in semi-Norfolk cut; also a few children's middies in blue, brown, and black and white stripes. Sizes for misses, women and children. Reg. 95c, \$1.25 and \$1.59. Friday, 49c.

Dressing Gowns

Women's Mercerized and Japanese Cotton Crepe Dressing Gowns, the mercerized are made with an elastic waistline, kimono sleeves, and low neck, deep shawl collar and sleeves trimmed with a frill of knife-pleated net; in deep rose and blue only. The Japanese are in a stannop crepe with wide box sleeves and belt fastening at back. Colors are helio, Copen, and sky. Sizes 36 to 44. Reg. \$1.50 to \$3.50. Friday, half-price.

Girls' Dresses

Girls' Gingham Dresses, waist attached to pleated skirt, side plastron over shoulder, large double collar of plain chambray and fine white repp; loose wide belt inserted in two side straps. Colors are blue, tan and pink. Sizes 6, 8, 10, 12 and 14 years. Friday, 75c.

Girls' Colored Muslin Dresses, also a few flowered voiles, crossover middies and fancy or plain patterns, nicely trimmed with frills; large white organdy or voile collars and cuffs edged with lace. Some in blue, tan and pink; others are gathered. Colors are pink, blue, green and fancy mixtures. Sizes 6 to 14 years. Reg. \$1.75, \$2.25, \$3.50, \$4.00. Friday, half-price. Reg. 85c to \$2.00.

Children's Winter Coats

Children's Winter Coats, heavy-weight chevrons, fancy tweeds and worsted cloths; many have the fashionable cape effects with a close-fitting turn-down collar, some fur or plush trimmed; others plain with belt, large pockets and turn-back cuffs. All have fancy brass buttons and the majority are lined with chevron flannel. Red, green, brown or blue mixtures, with a few plaids. Sizes 6 to 14 years. Come early. Friday, \$3.95.

Such Smart Frocks For Mourning Wear, Reduced to \$25.00

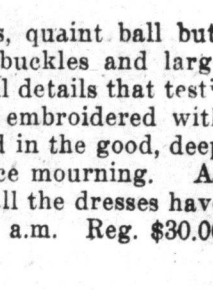
On Sale in The Women's Dress Department at 10.30 a.m. Friday

SOME OF THESE are suitable for deepest mourning, some are in half mourning effects, but all are characterized by that quiet good taste that adherence to simplicity of line, and elegance of material that should always distinguish mourning apparel.

The dresses are charmingly fashioned of such materials as dull satin and taffetas usually combined with georgette, or net or marquisette, of crepe de Chine, and of georgette alone, and soft, thick crepey silks.

Little jumper crossover and jacket bodices are plentiful while the Russian blouse is also represented, and the moderately wide skirts are frequently banded or hemmed with a contrasting silk.

Little kilted frills that face upwards, quaint ball buttons, pippings, rope girdles, odd looking buckles and large cape collars, with cuffs in proportion are all details that testify to their modishness. A few, too, are embroidered with silver thread. All are fresh and new, and in the good, deep blacks that are so necessary for really nice mourning. As for values they speak for themselves, for all the dresses have been reduced in price. On sale at 10.30 a.m. Reg. \$30.00 to \$55.00, Friday, \$25.00.



EARLY CLOSING

SATURDAYS OTHER DAYS

From MAY Until SEPTEMBER Inclusive

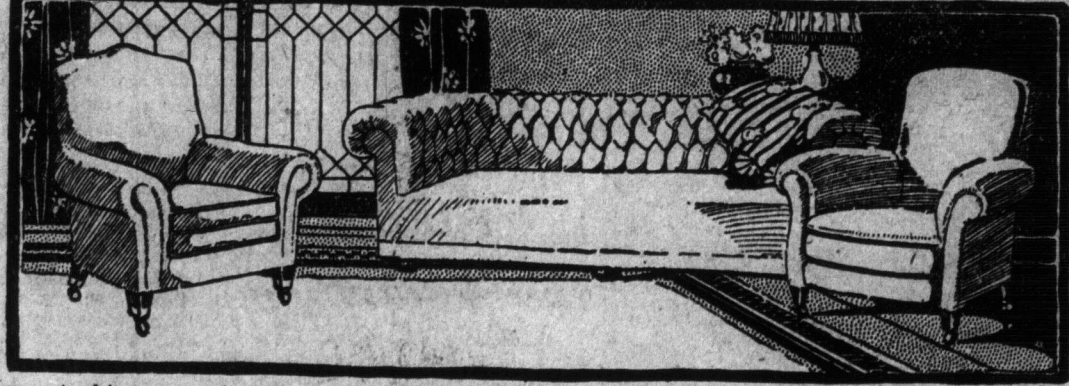
1 P.M. **5 P.M.**

NO NOON DELIVERY ON SATURDAYS

Living-room Furniture of Surpassing Comfort

Arm Chairs of Luxurious Downy Cushioned Depths and Chesterfields That Simply Cry Aloud Their Invitations to Easeful Repose

BEDS OF ROSES and couches of thistle down represented the erstwhile poet's ideas of luxurious ease, but such fairylike charms pale into insignificance beside the very material appeal of those triumphs of scientific upholstery—the modern Chesterfield and arm chair. They form the very basis of present ideas of living-room comfort, and in the Furniture Building are to be met with in a host of designs.



And this is a fact worth noting—not for many years do we expect prices to be again as low as those which are now featured. The cost of materials and labor have both advanced to a remarkable degree since the war began, and it is scarcely likely that even the end of the war will see any material reduction, so those who are considering the advisability of buying upholstered furniture, would do well to secure it now.

The Chesterfield that appears in the illustration known as the "Duchess" is a remarkably comfortable piece of furniture, the most luxurious made in our own workrooms, and is fully 8 feet long with unusually high tufted back and ends, and very deep spring seat. The price is \$118.00.

A lovely English Chesterfield, gracefully shaped, and a veritable throne of comfort, is about 6 feet long with a high back sloping down to two well padded roll arms, and its spring seat is provided with two loose down cushions. It is upholstered in a figured denim of a delightful bronze-red shade that would lend itself to a most artistic color scheme. Price, \$147.50.

The best Chesterfield at a low price that we can obtain, comfortable and of good appearance, has a tufted back and seat, and rather high padded ends and is \$48.00.

Entirely different is a large Chesterfield covered in striped blue denim with 3 loose cushions in the spring seats, a 3-section back to match, and sloping arms that look like doubled over cushions. This is \$142.00.

Three charming William and Mary chairs, covered in the same blue striped denim as the Chesterfield, have the typical carved walnut braces and bulb legs. The first has rolling arms and high back and is \$38.50. The second, with somewhat narrower back, is \$34.00, and the rocker to match, also \$34.00.

The well-padded chair shown on the right hand side of the sketch covered in green denim, \$22.50; that on the left, \$38.00.

A very charming chair with ever such a deep spring seat, small rolled arms and high padded back, has mahogany legs continued in carved finials up to the arms. Price, \$32.00.

A high wing chair with graceful outlines, plain high back and deep spring seat, is covered in a very handsome wool tapestry, and is \$49.50. A similar chair covered in green denim is \$28.50.

These Special Features in Blankets, Bedding and Household Linens

CANADIAN white union blankets, whipped singly, 8-lb. weight, and have pink or blue borders. Size 68 by 86 inches. Reg. \$7.20; Friday, pair, \$5.85.

Scotch white wool blankets with pink or blue borders, whipped singly, and 7-lb. weight. Size 68 by 86 inches; reg. \$9.10; Friday, pair, \$6.95.

Cardinal wool blankets with plain black borders, 8-lb. weight, size 64 by 84 inches. Reg. \$8.00; Friday, pair, \$6.50.

English saten eiderdown comforters with plain panels. Size 72 by 78 inches. Reg. \$7.50 to \$8.50; Friday, each, \$5.95.

English white satin-finished bedspreads with border patterns. Size 72 by 92 inches. Reg. \$2.85; Friday, each, \$2.25.

English bleached plain sheeting, 70 inches wide. Reg. 27c; Friday, yard, 22c.

Hemmed pillow cases, size 45 by 33 inches. Reg. 60c; Friday, pair, 37c.

Irish bleached linen damask tablecloths with border designs. Sizes 2 by 2, 2 by 2 1/2, and 2 1/2 by 2 1/2 yards. Reg. \$3.75 to \$4.00; Friday, each, \$2.95.

Irish bleached linen damask table napkins, size 22 by 32 inches. Reg. \$2.45; Friday, dozen, \$1.89.

Semi or 1/2-bleached union table damask, 64 inches wide. Reg. 75c; Friday, yard, 63c.

Irish hemstitched and embroidered tray cloths, size 18 by 27 inches. Reg. 80c; Friday, each, 39c.

Irish linen hemstitched huckaback towels with fancy damask borders. Size 22 by 40 inches. Reg. \$1.10; Friday, pair, 88c.

English white bath towels with fringed ends. Size 23 by 47 inches. Reg. 70c; Friday, pair, 56c.

English cream flannel, 29 inches wide. Reg. 65c; Friday, yard, 58c.

Striped flannellette in several good colors. 32 inches wide. Reg. 12 1/2c; Friday, yard, 9 1/2c.

Bleached longcloth, 36 in. wide. Reg. 15c; Friday, yard, 11c.

Has the Summer Sun Left You With a Need for New Curtains?

Then Why Not Try These New Unfading Fabrics, Which Are as Artistic as They Are Serviceable

IT IS AN AGE LONG war that which Old Sol wages with curtains of all descriptions, but here are fabrics that can utterly defy his worst attempts. In one year, in ten it is all the same they will still be as prettily colored as when they started on their career, no matter how fiercely he shines, and further, they will stand repeated washings.

Splendid for the fashionable arrangement of curtains in which window shades are dispensed with, after the manner shown in the sketch, is a new sunfast repp. It has a pretty silky sheen, is 50 inches wide, and is obtainable in a lovely dark olive, a lighter green cream, and a most artistic blue, at \$1.25 a yard.

Sunfast Sheila cloth, a considerably heavier fabric, reversible and with a chenille-like appearance, may be had in brown, gold and a blueish green. This, also, is 50 inches wide, and \$3.00 a yard.



A New Upholstering Fabric—English Panne Velours

A lovely material, with a flattened velours-like pile, and a marvellous sheen, and effective either for drapery or upholstery, its beautiful colors are its chief charm. These are rose, myrtle, reds, apple and olive greens, wood and Havana browns, a lovely deep blue, and the fashionable light murrety. Just a glance will assure you that it wears splendidly. Price, \$5.00 a yard.

The popular Foyer's cloth, with a crinkled surface and shot colorings, is also suitable for curtains or furniture coverings. This is procurable in blue, dark and light greens and gold shot with black, and in gray and brown shot with green. Price, \$2.50 a yard.

—Fourth Floor.

The Immense Sale of Oriental Rugs Offers Even More and Greater Values

And Features, for Friday, Certain Groups of Anatolian, Afghan, Mahal, Sarouk and Kermanshah Rugs, All Showing Substantial Reductions in Price

PICTURE TO YOURSELF the peaceful existence of the tribes of Asia Minor—tending their flocks of sheep and goats, feeding, and grooming their feet-footed, grumpy camels, collecting the plants for the wonderful dyes that they make, supervising the weaving of rugs, the climax of all their hopes in shearing time!

Then, hey presto! the scene is changed. The Great War has begun. Every able bodied man is called away to fight and only the aged, the women and children are left to "carry on."

This means, of course, that the exportation of the few rugs that are made is impossible and that brings us to the "wherefore" of this great Rug Sale.

Finding that it was impossible to secure more rugs, the Oriental Carpet Manufacturers, Limited, closed down their Canadian branch and offered us their entire stock. This we acquired at considerably less than present market prices—at less indeed than pre-war prices, and to that immense collection, amounting to many thousands of dollars worth of carpets, have been added numbers of lovely rugs from our own stock, all at greatly reduced prices. The following lists will give some idea of the wonderful values obtainable:



Anatolian Rugs, soft and silky of pile, developed in exquisite shades and quite distinctive with their beautiful medallion centres, borders to match and ground-work covered with delicate tracery.

9 ft. 11 in. x 6 ft. 7 in., camel ground, red border, reg. \$180.00, Friday, \$115.00.

9 ft. 11 in. x 6 ft. 7 in., red ground, red border, reg. \$180.00, Friday, \$115.00.

10 ft. 3 in. x 7 ft. 11 in., gold ground, camel border, reg. \$225.00, Friday, \$142.50.

12 ft. 6 in. x 9 ft. 1 in., dark blue ground, red border, reg. \$315.00, Friday, \$200.00.

12 ft. x 9 ft. 4 in., reseda ground, reseda border, reg. \$315.00, Friday, \$200.00.

12 ft. 6 in. x 9 ft. 5 in., gold ground, gold border, reg. \$325.00, Friday, \$210.00.

12 ft. 11 in. x 9 ft. 10 in., red ground, dark cream border, reg. \$350.00, Friday, \$225.00.

13 ft. 6 in. x 10 ft. 10 in., dark blue ground, cream border, reg. \$400.00, Friday, \$260.00.

13 ft. 11 in. x 10 ft. 11 in., dark blue ground, red border, reg. \$425.00, Friday, \$275.00.

14 ft. 9 in. x 11 ft. 8 in., light blue ground, Mosaic border, reg. \$475.00, Friday, \$300.00.

Afghan Rugs with bold patterns, in rich, glowing shades—red, and copper with black and dark blue—so splendid for libraries, living-rooms, dens and offices.

T. EATON CO

The Eureka Electric Cleaner

One of the Very Best of Its Kind, with Several Special Features which make for Efficiency, Speed and Convenience

No housewife dare profess to be up-to-date unless she owns an electric cleaner. Ease, thoroughness and speed in household cleaning are its magic charms. The old-time toil of sweeping and dusting vanishes with its use. The only question that arises is— which cleaner to buy?

Wherefore it behooves us to draw attention to the "Eureka"— proven by practical test and official award to be one of the most satisfactory cleaners on the market. Here are some of its special and particular features:

The convenient button switch by which the electricity is controlled. It is on the handle. You simply press this button lightly forward to start the machine and draw it lightly backward when you wish to stop.

The curve in the handle. It fits the natural position of the hand when drawing the machine back and forth.

The Eureka runs on rollers. The entire machine rests on three rollers, permitting it to glide over the floor with the least possible effort to the person operating it.

An exclusive Eureka feature—the unique simplicity of the connection of the hose attachment. In exactly 10 seconds you can change from cleaning carpets to cleaning mattresses, curtains, etc.

The Eureka weighs but 10 pounds. You can carry it up and down stairs with but little effort.

The Eureka may be attached to any ordinary light socket, with direct or alternating current.

The price is \$42.50. With attachments for the cleaning of upholstery, curtains, pillows, etc., \$7.00 extra.

—Fourth Floor.

Watch for the Announcement of the Grand Tableau of Autumn Fashions Which Takes Place Next Week

More of the Friday Bargains

Women's Smart Fall Suits, Friday, \$8.50 and \$13.75

Suits of Men's Wear Serge and Mixtures. Coats are trimmed with silk serge, with braids, velvets and buttons. They show the longer coat for Fall wear, the new large collar, and the straight skirt. Colors are black, navy and mixtures. Friday, \$8.50.

At \$13.75 are suits in new Fall shades in such materials as gabardine, popline and serge. Coats are all interlined, and have silk or satin linings. Skirts show the new straight lines. Colors brown, green, navy, and black. Friday, \$13.75.

French Georgette Crepe, 40 inches wide, in white and black only. Friday, per yard, 85c.

Leather Trimmings, in patterns showing white and black, tan and black, plain tan and brown, broadcated effects; also plain bandings, with straight or scalloped edges. Reg. 50c to \$1.80. Friday, 25c.

—Main Floor, Yonge Street.

Women's Skirts

Women's Wool Serge Skirts, two splendid Fall styles in black and navy. Sizes 28 to 28 waist bands. One trimmed with silk buttons; the other has two pockets. Cannot promise to fill phone or mail orders. Reg. \$5.50. Friday, \$4.98.

Black Satens Petticoats, new Fall style, with wide two-piece flounce, 3 rows of tuckings and 18 rows of shirring. 36 to 42 inches. Cannot promise to fill phone or mail orders. Reg. 75c. Friday, 59c.

—Third Floor, Centre.

Millinery

100 Ready-to-wear Hats, fresh from our own workrooms; no two alike; made of good quality velvets, black and colored; wide and narrow-brimmed sailors, tricorne, tams, turbans, and matron shapes. The trimmings comprise metal ornaments, wings, ostrich, and ribbon arrangements. Friday, \$3.95.

50 Dress Hats, no two alike, in small, medium, and large sizes; tams, tricorne, and matron shapes; trimmings of ornaments, chic fanes, wings, ostrich, and ribbon arrangements. Friday, \$3.95.

Misses' Dresses and Tailored Hats, hand-made and pressed shapes, showing the picturesque manorhouse, tann, poke, and "boy" effects, as well as the ever-popular sailor and tricorne. Majority of velvet in black and colors, with trimmings of latest vogue. Friday, \$3.75.

Children's Dress Hats, velvets, both large and small shapes, poke and tann effects, in black, pink, blue, brown and rose; many faced with contrasting colors, and trimmed with ribbons, ornaments, buckles, and tiny flowers. Friday, \$2.25.

—Second Floor, Yonge Street.

Furs

12 Only Kolsinsky Neckpieces, in brown; two styles of neckpieces on large flat animal effect, trimmed with head, tail and claws, other in two-skin effect, crossed back trimmed with head, tail and claws. Friday, \$10.00.

12 Only Imported Mole Barrel Muffs, made from Scotch Mole, beautifully lined and finished, down bed. Friday, \$20.00.

12 Only Imported Mole Ties and Fancy Stoles, to match above muffs. One made in fancy effect, trimmed with two heads. Other in full throw style, with diamond ends; silk-lined. Friday, \$10.00.

—Third Floor, Yonge Street.

Consult the Foot Specialist

Until Saturday customers will have the privilege of consulting a foot specialist on any foot troubles. A full line of foot comforts, such as Foot Emure, etc., will be demonstrated in the Shoe Department.