

EATON'S DAILY STORE NEWS

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

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.

EARLY CLOSING
SATURDAYS OTHER DAYS

1 P.M. From MAY UNTIL SEPTEMBER Inclusive **5 P.M.**

NO NOON DELIVERY ON SATURDAYS

The Eureka Electric Cleaner

One of The Very Best of Its Kind, With Several Special Features That 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, Centre.

Gigantic Special Selling of Petticoats Takes Place on Monday and Following Days

In Which Will Be Featured Dozens of Remarkable Values—Petticoats of the Most Varied Description and in Many Cases at Prices That Scarcely Cover the Cost of Material.

LONG AGO IT WAS DECIDED TO OPEN THE AUTUMN SEASON with a really record-breaking selling of Women's Petticoats, and for many months our buyers have been making preparations for the great event—buying materials whenever an advantageous opportunity presented itself. With the result that now we offer the largest collection of low-priced petticoats that it has ever been our good fortune to assemble.

AND A POINT TO BE REMEMBERED IS THAT THESE LOW PRICES ARE FEATURED, NOTWITHSTANDING THE FACT THAT THE COST OF MATERIALS HAS IN EVERY CASE INCREASED SINCE LAST YEAR. All the petticoats are cut on the lines that Fashion has prescribed for Autumn wear—with plenty of fullness, and with moderately deep flounces.

These groups selected as Monday's special offering will give an excellent idea of the representative nature of the collection:

Group 1—Taffeta Petticoats

Of shot taffeta in a big range of color combinations, having a three-piece flounce, tucked and stitched, \$2.95.

Obtainable both in black and shot taffeta, the flounce tucked and finished with small frills, \$2.95. Or taffeta of splendid quality in a good variety of plain shades, the flounce finished with the modish ruffings, \$3.00.

In fine shot taffeta, neatly gored, the scalloped top portion of the flounce showing the new ladder tucking, \$3.50.

Group 2—Petticoats Large Sizes

Made of a heavy moire poplin with plain pin-pleated flounce, and procurable in black and colors, \$1.50.

Of black sateen with pleated flounce, edged with frill and dust ruffle, \$1.25.

In black and shot taffeta, the flounce tucked and finished with very fine pleated frills, \$3.95.

Of taffeta of serviceable quality, the three-section flounce finished with a narrow-pleated frill, \$3.00.

—Third Floor, Centre.

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces on both Mail Orders and City Purchases.



The Store Conveniences are:
The Rest and Waiting-room,
Third Floor; the Information Bureau, Main Floor; the Free Parceling and Checking Desk in the Basement.

Silk and Wool Poplin, Less Than Half-price

An Extra Good Early Morning Special in the Dress Goods Departments Monday

EVERY piece of this poplin is new and fresh; indeed, from many pieces not a yard has been cut, and the only reason for such reductions is that our stock in these materials is unusually heavy. There are two weaves—one the usual silk and wool poplin of moderate weight; the other is fine and light as to resemble cadizene.

Both are 40 inches wide, and suitable for either dresses or light-weight suits. The color range is most extensive, and includes many of the new blues, as well as several shades of navy, Balkan, myrtle and Russian greens, taupe, brown, sand, slate, Burgundy, old rose and black, and many others. The quantity is considerable, but at such a price it is not to be expected that it will last long, so come early. Less than half price, at \$1.19 a yard.

—Second Floor, Albert St.

Wonderful Bargains in Beautiful Oriental Rugs

Reminding You Again of the Stupendous Sale of These Hand-woven Eastern Carpets Now in Progress, and Describing a Few Groups of Notable Values for Monday

INDIAN RUGS AT ACTUALLY HALF the price at which they would be marked in the regular way—rugs of deep soft pile in the soft shades of green, rose, blue and ivory, which serve so especially well for bedroom floors. These constitute one item in the great sale offering.

Sizes and prices are as follows:

8-8 x 4-11 . Sale Price, \$ 42.50	12 x 9-5 Sale Price, 117.50	14-11 x 10-1 . Sale Price, 142.50
9-8 x 4-3 Sale Price, 62.50	12-1 x 9-11 . . Sale Price, 130.00	14-4 x 11 . . . Sale Price, 162.50
	12-8 x 10 Sale Price, 127.50	

Afghan and Sikhmahs For Living-rooms

In deep coppery browns and tawny mahogany tints these Afghan rugs are patterned in geometric effects in black and ivory after the fashion of the Bokarah design—ideal for library, living-room or dining-room floors. Sizes and prices are:

8-8 x 4-5 Sale Price, 75.00	12-3 x 9-5 Sale Price, 90.00
10-4 x 2-4 Sale Price, 90.00	9-1 x 7-4 Sale Price, 100.00

Sikhmahs rugs, chiefly in dark blues and madder reds:

8-8 x 4-11 Sale Price, 90.00	9-7 x 6-7 Sale Price, 135.00	10-9 x 8-4 Sale Price, 140.00
9 x 4-3 Sale Price, 90.00	10 x 6-8 Sale Price, 145.00	13-10 x 9-11 . . Sale Price, 275.00

Also groups of Mouskalads and Mahals—their design reproducing fine old Persian carpets. The color combinations are blue, terre-cotta, red and ivory, suitable for living-rooms and dining-rooms.

9-11 x 6-7 Sale Price, 90.00	12 x 8-8 Sale Price, 160.00
12-1 x 9-10 Sale Price, 150.00	12-4 x 8-10 Sale Price, 175.00
12-1 x 9-8 Sale Price, 190.00	

Mosuls and Gheundjes, in cheerful colors and bold designs, for halls, dens, libraries or living rooms. Average size 3-6 x 6—Sale Price, \$19.50 each.

—Fourth Floor.

Tapestry Papers Come Back Into Vogue

Decorators Are Very Keen About Them for Large, Light Halls and Dining-rooms, and the Department is Offering Some Delightfully Artistic Designs

WHEN WE'RE FURNISHING our houses with Jacobean oak, very natural it is we should seek for wall coverings that look like the dim old tapestries of the days of Queen Elizabeth and King James.

And wonderfully well has the ancient needle-work been reproduced in these tapestry papers which play so interesting a part in the present display. Foliage and landscape effects are presented with a marvelous mellowness of tone. Green and blue, brown and blue, and gray and brown, are the favorite combinations of color, with sunny glints of amber relieving the sombre shadows.

For a hall or dining-room which is large and light these tapestry papers prove a most happy choice, contributing warmth and dignity. An immense selection of designs and colorings is afforded by the offering, the widths ranging from 21 to 30 inches and the prices 25 cents to \$2.50 per roll of 3 yards.

Upon request by telephone or mail a man will be sent to take measurements of any room requiring decorating and to submit an estimate of cost. For which service no charge is made.

—Fourth Floor, Queen St.

Four "C.D.V." (half cabinet) photos, size 2 1/4 x 4 1/4 inches, for 25c—New Photo Gallery, Camera Section, Main Floor.

Men's Three-piece Suits at \$8.90

Assuredly One of the Most Remarkable Suit Bargains We Have Offered for Some Time

WE have offered many big bargains in suits, but when we secured a manufacturer's over-production of these at a figure enabling us to offer them at \$8.90 each we realized we had obtained something good. They are carefully tailored suits of new tweeds and worsteds, of a comfortable and durable weight for Fall and Winter wear. The patterns are novel and new, and the colors will last well. There are grey checks, brown checks, grey stripes, brown stripes, fancy mixtures, and plain shades. Neat, close fitting around the collar and shoulders. Three-button coats with smooth hanging fronts, splendidly shaped backs, neat lapels, and well lined sleeves. The five-button vests and cuffed or plain trousers have received the same careful attention as the coats. Altogether these have the appearance of much higher priced suits, and they will hold their shape and wear remarkably well. Sizes in the lot from 35 to 44 and 2 to 5 suits of a pattern. Specially priced, each, \$8.90.

—Main Floor, Queen St.

This is Interesting

“B”UT where will he get ink to fill it? you ask or you wonder when the question arises of a fountain pen for the soldier in the trenches. Ink tablets answer the problem—tiny little inky pills which dissolved in water provide a satisfactory writing fluid. They are put up, 20 of them, in a wee metal case not much bigger than a capsule. And of course when a self-filling pen is used, that tiresome bit of fragility, the glass filler, is dispensed with. The tablets are 10 cents a case, and can be had from the Stationery Department.

A putty-color grasscloth delicately resembles with the willows, bridges and other quaint motifs of a Chinese tapestry, is a much-admired covering for the walls of some large, bright dining-room. Touches of old blue here and there in its make-up induce charming visions of old blue curtains, ivory work, black lacquer furniture and a blue rug with minglings of rose or red in it, the same cheerful tone being found in the covering of the seats of the chairs. The grasscloth is on view in the Wall Paper Department—priced 75 cents a yard, 30 inches wide.

The most fashionable of the new muffs resembles a football in shape and differs very little from it in size. 'Tis the styles which have grown warier, spreading themselves out like capes and shawls.

Dainty souls who rejoice in bargains in French lingerie will be pleased to learn that three “Special Sellings” of hand-embroidered “undies” from Paris have been arranged for Tuesday, Wednesday and Thursday of next week.

This is what Elsie de Wolfe, interesting woman and clever decorator, says about drawing-rooms in one of her books: “No matter how large your drawing-room may be, keep it intimate in spirit. There should be a dozen conversation centres in a large room. There should be one or more sofas with comfortable chairs pulled up beside them. No one chair should be isolated, for some beautiful person who doesn't talk very well is sure to take the most remote of seats and make herself miserable.”

And she writes thus about living rooms: “Listen a minute while I tell you how I see such a room: Big and restful, making for comfort first and always a little shabby by her and there, perhaps, but all the more satisfactory for that—like an old shoe that goes on easily. Lots of light by night, and not too much drapery to shut out the sunlight by day. Big welcoming chairs, rather sprawling, and long sofas. A big fire blazing on the open hearth. There should be a certain amount of order, because you cannot really rest in a disorderly place, but there should be none of the formality of the drawing-room. The living-room should always have a flavor of the family, whether books, or music or sport. I wonder if half the fathers and mothers in creation know just what it means later on to the boys and girls going out from their root-trees to have the memory of such a living-room?”

The Scribe