

STORE OPENS at 8.30 a.m.
and CLOSES at 5 p.m.

EATON'S DAILY STORE NEWS

Take Escalators at Yonge Street Entrance to Second and Third Floors.

You Who Are Concerned in the Comfort, Convenience and Charm of House, Flat, Clubroom or Public Institution Are Invited to Take Advantage of the Varied and Signal Attractions of the Formal Presentation of

NEW FURNITURE AND HOUSE FURNISHINGS

Which Will be Featured on Wednesday and Throughout the Week, When a Superb and Comprehensive Display Will be Made of All That is Artistic and Up-to-Date in Interior Decoration and Equipment

The Very Cream of Canadian and American Furniture Making
Has Been Gathered Together For

The Magnificent Showing in the Furniture Building, Cor. James and Albert Sts.

A showing which ranges from the imposing suite in authentic period design to the rustic garden bench, and includes in its entirety a magnificent selection of oak, walnut, mahogany, enamel, upholstered, willow and rattan furniture suitable for every type of room, sunroom, and verandah, with a laying of special emphasis upon the graceful William and Mary design which is enjoying such a particular vogue at the present time, and charming examples of which will be featured in living-room, dining-room and bedroom pieces.

All That Makes for Excellence, Harmony and Happy Effect in Floor Coverings
Will be Represented in

The Splendid Showing of Rugs, Carpets and Squares

of foreign and domestic weaving, the selection affording an immense choice in

Oriental Rugs	Axminster Squares	Tapestry Squares	Fibre Rugs	Carpets
Hand Tufted Rugs	Wilton Squares	Scotch Art Squares	Prairie Grass Rugs	Mattings
Colonial Rag Rugs	Brussels Squares	Hand-pleated Rag Mats	Japanese Rugs	Linoleums

Every type of floor covering which the laws and fancies of artistic furnishing might demand will be available, a timely specializing being made of the huge array of Rugs, Squares and Mats for Verandahs, Sunrooms and Summer Cottages.

Chintzes, Shadows, Tapestries and Art Draperies

Lovelier in Color and Pattern and More Extensive in Assortment Than the Department Has Ever Before Shown Them, Constitute An Alluring Field of Choice for Those on the Outlook for Aesthetic Exclusive Fabrics for

Curtains, Loose Covers and Upholstering

The display offering chintzes from the most famous makers in the world—English hand-blocked linens in bold, rich designs, appropriate for large living-rooms; exquisite softly blended shadows for dainty drawing-rooms; quaint, old-fashioned cretonnes for bedrooms; a beautiful new "brocaded shadow" in deep, rich coloring for libraries and dining-rooms; handsome wool tapestries, copied from old museum wall coverings, for the upholstering of chairs and sofas; a new art drapery in awning stripes for sunrooms and Summer cottages; besides casement cloths, velours, repps, florentines, and everything necessary to the cause of modern furnishing, a notable item in array being a sumptuously patterned chintz entitled "The Garden of Allah."

And When Were Wall Papers Ever So Charming?

The very climax of beauty seems to have been reached in the designing and printing of the new wall coverings, and a marvelous collection of plain and patterned effects has been gathered together from Canadian, English and American mills. For living-rooms and libraries are grass cloth, fibre and fabric papers in soft, self-tones of brown, buff, green, yellow and blue; for dining-rooms and halls will be featured tapestry papers of unusual mellowness of tint and charm of design, tapestries copied from the old needlepoint wall coverings of mediaeval days; delightful floral effects of the old-fashioned garden type for bedrooms and boudoirs; exquisite silk finished papers in delicate gray, ivory, blue and biscuit shades for drawing-rooms; and for bungalows or any houses in which dark woodwork is a feature will be shown the new "Stippletone," a paper cleverly contrived to resemble plaster of various tones of gray. Whether for cottage or mansion you will find the paper best suited to the demand of good taste and decorative style.

The Furniture in the Sketch

THIS shows in happy use the graceful under-brace and cup-shape motifs characteristic of the William and Mary design. The various pieces are developed in rich brown mahogany, the splendid Chesterfield and arm chairs upholstered in blue self-toned denim. In addition to the clever lamp stand at the end is a book-table of the exact length of the couch, which fits against the back. Prices are as follows:—Chesterfield, \$102.00; Arm Chair, \$48.00; Wing Chair, \$42.00; Lamp Table, \$23.00; Book Table, \$69.00; Writing Table, 72 inches long, \$85.00; Chair for table, \$17.50.

Visit the Bungalow Living-room

It has been erected on the fourth floor, in the Drapery Department, and shows a typical Summer Sitting-room decorated and furnished in gay posteresque style, the mauve tinted walls and blue and gold painted furniture presenting a refreshingly cool and original effect.



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