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# EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 8.30, 9, 10 a.m., 1, 4, 4.40 p.m.

## Laying the Foundation of the Artistic Room With a Rug That is Right in Type and Color

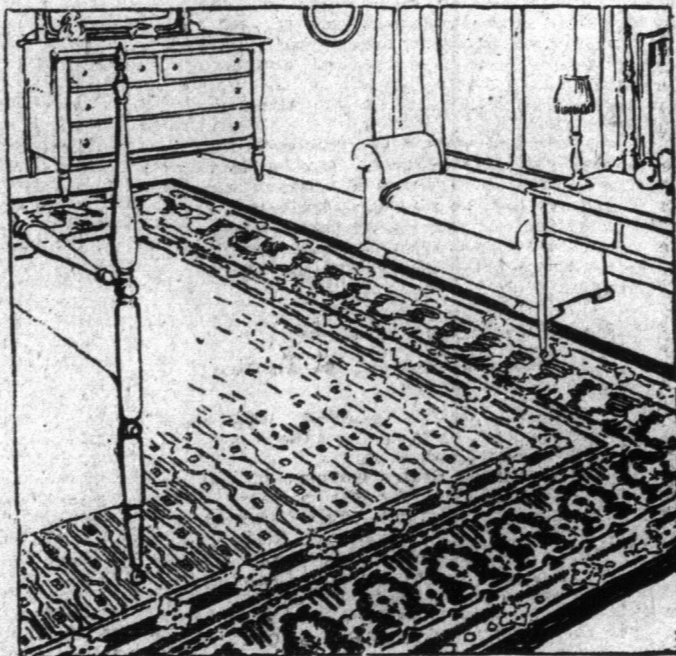
And 'Tis a Simple Matter to Find it in the Immense Display of Floor Coverings Featured This Week in the Formal Showing of Furniture and House Furnishings. For Here is Gathered Together a Superb Collection of Oriental Rugs, Wilton, Axminster, Brussels and Tapestry Squares, Scotch Art Squares, Old-time Rag Rugs, and Fibre and Matting Rugs of Every Satisfactory Sort—Floor Coverings in Colors, Designs and Weaves Suitable for Every Imaginable Style of Furnishing a House, Flat, Hotel, Tea-room, Club or Summer Cottage. A Few Characteristic Types Are Herewith Sketched and Described.



For that pretty drawing-room you are planning, with the covers and curtains all gaily a-bloom, you must have a plain rug—that's certain. Such a foil is necessary to the flowery pattern of the chintz. And so we have instructed our artist to show one here—a seamless hand-border Axminster square, beautifully velvety of texture, and obtainable in charming colors, such as moss green, grey, French blue and brown, with deeper self-tones bordering the edges. Or, if you prefer it, you may have a narrow floral border in soft, contrasting tints, and even a two-tone centre—and still preserve the general effect of a plain rug. Sizes and prices of such squares are as follows:—

- 9' x 9' ..... \$38.50
- 9' x 10' 6" ..... 45.00
- 9' x 12' ..... 51.00
- 10' 6" x 12' ..... 69.50

Is it a large, lordly living-room for which you want a fine Oriental carpet—a handsome, colorful carpet, with a sweep of welcoming warmth in it? Then perchance this beautiful Metas above will meet your interesting need. For ready it is to play a distinguished part in some such artistic scheme. Close and fine of weave, it presents that alluring combination of deep Persian blue, rich rose-red and mellow old ivory, the plain ground being of the red, and the medallions and border delicately wrought out in the blue and cream. The size is 19 ft. 2 in. by 15 ft. 4 in., and the price \$110.00.



For good service, good looks and small price in a bedroom rug look among the Brussels squares. You will find, for instance, this nice two-tone conventional pattern shown in the drawing above. It may be had in fawn, in light blue, grey, rose and green, in this wide range of sizes:—

- 6' 9" x 7' 6" ..... \$14.50
- 6' 9" x 9' ..... 17.25
- 9' x 9' ..... 25.00
- 9' x 10' 6" ..... 27.00
- 9' x 12' ..... 31.00

If you are assailed by any doubt regarding the choice of rugs, or any other matter concerning the furnishing of your house, place your difficulties in the hands of the Shopping Service, and suggestions, samples, prices, etc., will be supplied for the solving of the problem. Write to the Service, or, if more convenient for you, telephone M. 3500.



There's never any doubt, is there, as to which is the happiest rug to choose for a hall? One of the bold-patterned, bright-colored Oriental carpets is always so wholly satisfying in this particular capacity. And it withstands so well the inevitable wear and tear, that its purchase is true economy. This design shown above is a Kazak in a rich-toned medley of red, blue and old ivory tones. The size is 7' 8" by 5' 8", and the price \$125.00. Other Kazaks in similar tones, also in beautifully soft combinations of tan, mahogany and coppery hints, may be had in these sizes:—

- 8' 4" x 7' 5" ..... \$150.00
- 9' 4" x 6' 9" ..... 125.00
- 8' 3" x 6' 6" ..... 85.00
- 7' 1" x 6' 6" ..... 75.00
- 4' 7" x 6' 6" ..... 50.00
- 5' 8" x 5' 9" ..... 35.00

Continuing on Thursday the Spring Display of Furniture and House Furnishings

the five floors of the Furniture Building, and the Fourth Floor of the Store, will be set forth in formal array with the magnificent showing of everything needed for the decoration and equipment of house, flat, cottage, hotel, or club rooms.

Special price inducements for early shopping are featured each day in every department.

### Making Slip-Covers

for furniture is one of the important aspects of special-order work featured by the Drapery Department. If your chairs and sofas are in need of such covers, notify the department and a man will be sent to your house to take measurements and submit an estimate of cost.

### Re-Upholstering

is another strong feature of the Drapery Department's activities. And not only will chairs, sofas, and footstools be re-cushioned, but, if necessary, the frame-work thereof will be repaired and re-polished.

You may think at first glance 'tis a priceless Kirmanshah, not to be thought of for your comfortable, unpretentious living-room. But you are wrong. It is a moderate-priced Wilton rug, in clever reproduction of an Oriental design, the ground black, and the medallions, corners and border worked out in reseda green, olive green, old rose and tan. And this is only one example of the host of Wilton squares patterned in other Persian designs, and offering themselves confidently for living-room and dining-room floors. Sizes and prices are as follows:—

- 6' 9" x 9' ..... \$39.50
- 6' 9" x 10' 6" ..... 47.50
- 9' x 10' 6" ..... 62.50
- 9' x 12' ..... 69.50



"A well-covered rug for a dining-room"—it is generally a good rule to follow, especially for a dining-room that's in constant use. That pleasing effect is well in line with the rule, see proven before, you in this rug, stretching out its length across the page. It is another of the fine English Wilton squares, close of weave, and velvety of surface, the design having just the merest suggestion of the fashionable Chinese influence in its make-up. This shows itself in the pale pink cherry blossoms that pattern the tan

ground, the borders and medallions being wrought out in deep blue, rose and ivory. The prices at which this and other designs may be had are as follows:—

- 9' x 10' 6" ..... \$ 65.00
- 9' x 12' ..... 75.00
- 11' 3" x 12' ..... 95.00
- 11' 3" x 15' 6" ..... 105.00
- 11' 3" x 15' ..... 115.00

—Fourth Floor, James Street.

A glimpse at this quaint little rug, and visions arise of those bygone days when the housewife tore rugs into strips and wove them by her own hands into mats for the floor. For a faithful reproduction it is of the old-time rag carpet, delightfully colored for modern decorative purposes. For the bedroom with simple, painted furniture, or with multi-covered dresser and valanced bed, it proves a most suitable floor covering. For the summer cottage bedroom it is in great demand. As shown in the sketch above, with contrasting floral border, it may be had in light blue, brown, grey, mauve, green or pink in a wide range of sizes, running from the bedside mat, 24 by 36 inches, at \$1.25, to the rug 9 ft. by 12 ft., at \$19.25.

This is Interesting

THE Chesterfield Table is no longer a mere enviable rarity—this is one of the cheerful facts proclaimed by this week's gala display in the Furniture Building. You may have it in walnut, mahogany and oak, in Chippendale, William and Mary, Jacobean and sundry modern designs. In short, you may practically depend upon finding one to suit any scheme of furnishing your living-room may follow. And such delightful tables they are—made long and narrow to stand against the back of the sofa, and thus provide a convenient support for reading lamp, magazines and books. In price they range from a graceful, simple design in black walnut at \$22.50 to one in pictureque Chinese Chippendale effect in polished mahogany at \$65.00.

And, still talking of furniture, it would be hard to imagine anything quainter in the way of tables and chairs than the little garden and nursery sets for kiddies. They are painted white, grey, buff or blue, some of them being decorated with figures from the nursery rhymes or fairy tales. There are arm chairs, rocking chairs, settees and jolly round tea tables, also cunning wee verandah chairs in woven willow.

Anyone who lives in a trunk—in the language of those who dwell in hotel or boarding-house—should notice the charming chintz covers designed for the complete disguise of the said trunk in the interval between journeys. They may be popped on and off with speed and ease, thus leaving the trunk entirely free to serve its ostensible purpose. Such covers can be made to order in any pattern of chintz you like, and in any size and shape. A large square trunk thus beautified is among the interesting exhibit of chintz-covered things on one of the platforms in the drapery department.

How pleasing the simplicity of the latest designs in light fixtures. For drawing-rooms and dining-rooms, especially, are graceful candelabra effects that mean treasure-trove to those who have rebelled against the fantastic fashions that have formerly prevailed in fixtures.

THE T. EATON CO. LIMITED

The Scribe