

STORE OPENS AT 8.30 A.M. CLOSES AT 5 P.M.

# 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 8.20, 9, 10 a.m., 1, 4, 4.40 p.m.

## The Second Day of the February Sale of Furniture, Housefurnishings and Silverware

Offers a Splendid Array of Bargains From Each of the Departments Concerned—Many at Half Price and Less

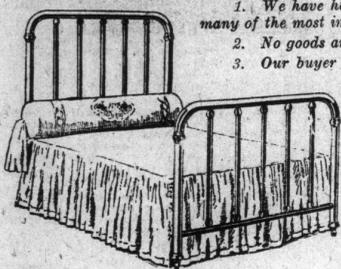
### The Furniture Department Excels Itself Both in Values and Assortment

A Noteworthy Feature of This Year's Sale Being That 42 of the Largest, Best Equipped Canadian Factories Have Contributed to Its Success, Which Fact Gives Some Idea of the Variety and Extent of the Collection That Throngs Four Floors of the Furniture Building

**D**URING the whole 20 years in which this February Sale has been a feature of the Store the Furniture Department—despite the disturbed conditions of the market, which make unusual values more and more difficult to obtain, has never achieved such success as now, because:

1. We have had first choice of most of the reliable Canadian-made furniture at special prices, as, when many of the most important factories have unusually good values to offer, they immediately let us know.
2. No goods are made specially for the Sale, all being ordered from the factories' regular stocks.
3. Our buyer prepares for the Sale by paying cash for the furniture long before it is required. Knowing this, manufacturers are able to keep their factories working full time during what is ordinarily the slack season, and are thus enabled to let us have their products at great price concessions.
4. The better training of designers and cabinetmakers which the Made-in-Canada Campaign has entailed has resulted in an immense improvement in designs, construction and finish, until domestic-made furniture can compare favorably with imported furniture at very much higher prices.

Different Bargains Featured Every Day. Watch For the Green Sale Tickets.



#### Bedroom Furniture

Brass Bedstead (above) has 2-inch continuous posts, with large husks, heavy fillers and fancy mounts, made in bright or satin finish, head end 58 inches high, foot end 38 inches. Sizes, 3 ft. 6, 4 ft. and 4 ft. 6 in. wide. Sale price, \$19.00.

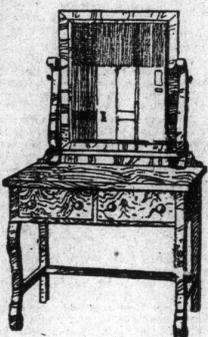
Brass Bedstead, obtainable in bright or satin finish, with 2-inch posts, large ball heads, heavy fillers, with tapering mounts. Sizes 3 ft. 6, 4 ft. and 4 ft. 6 inches wide. Sale price, \$16.75.

Dresser, in golden surface oak finish, with carved frame, plate mirror, 14 x 24 inch; double top 17 x 34 inches, 3 drawers, brass pulls. Sale price, \$9.75.

Same design in white enamel. Sale price, \$10.75.

Sample Chiffoniers, in various sizes and designs, some in quarter-cut golden oak, some in mahogany finish, fitted with shaped plate mirror, double top, large and small drawers with wood knobs. Sale price, \$18.50.

Toilet or Dressing Tables, in Colonial designs (illustrated), with Circassian walnut facings, 18 x 24 inch level plate mirror, 34-inch top, 2 drawers with lock and key. Sale price, \$15.50.

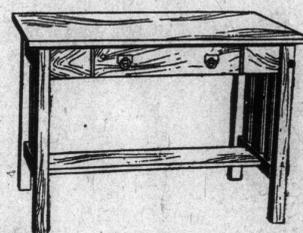


#### Here Are Some of the Special Attractions for Friday

Dining-room Suite of mahogany, with Adam motif; of good design, well constructed and beautifully balanced. The buffet, with low pediment back, showing the characteristic medallion and grooved carving, has cutlery and linen drawers, and centre cupboard with dustproof construction. With this are a side table, extension table, china cabinet and set of 6 chairs, with slip seats of leather. 10 pieces. Sale price, \$145.00.

Dining-room Suite of quarter-cut fumed finished oak, with Jacobean motif, consists of a buffet with 44-inch mirror back, and 54-inch top, having full length linen drawer, side cupboards and centre cutlery cupboard with 2 lined trays; dinner wagon, extension table, china cabinet, 6 chairs; every piece with rope turned legs and supports. 10 pieces. Sale price, \$125.00.

500 Kitchen Chairs, hardwood, golden finish; spindle back, solid wood seat; double stretchers. Sale price, 55c. The Work Stand illustrated, of mahogany, 26 inches high, 12 inches wide, with a top that lifts on each side, the interior fitted with a 4-division tray. Sale price, \$6.00.



#### Living-room Furniture

Living-room Table (illustrated above), of quarter-cut oak, in fumed finish; 42-inch top, centre drawer; deep rim, lower shelf and slat end. Sale price, \$9.50.

Library or Living-room Table, of mahogany in plain design, with 24 x 36 inch top, full length drawer and lower shelf. Sale price, \$11.50.

Arm Chair or Rocker (illustrated), fumed oak frame with slat back, all-over upholstered spring seat covered in brown art leather. Sale price, \$4.90.

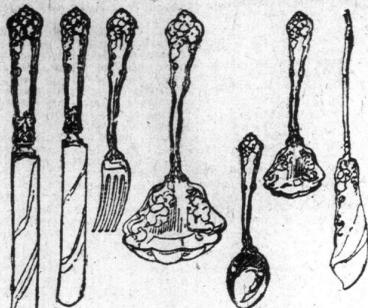
Living-room Suite of fumed oak with Jacobean motif, a charming design; seat and backs fitted with closely woven cane.

Settee. Sale price ..... \$10.00  
Arm Chair. Sale price ..... 7.50  
Rocker. Sale price ..... 7.50

Pedestals of quarter-cut oak in golden and fumed finish, 36 inches high, 12-inch round top, turned standard, large base. Sale price, \$1.90.

Music Cabinets in various designs made of mahogany, with pediment back, large top, shaped edges, single door, some plain, some carved; 6 and 7 shelf interiors. Sale price, \$8.25.

### Immense Variety in Silver-plated Ware, Half Price and Less, 50c to \$4.00



Rarely have we offered a series of bargains that compare with these in price reduction, variety or usefulness.

**E**VERY article in the following list is Wm. Rogers silver-plated tableware, in the "Berwick" floral design.

- Butter Spreads. Reg. \$5.50. Friday, dozen, \$2.75.
- Sugar Shells. Reg. 60c. Friday, each, 19c.
- Salad Forks. Reg. \$1.75. Friday, each, 69c.
- Serving Salad Spoons. Reg. \$1.50. Friday, each, 69c.
- Fish Knives. Reg. \$2.00. Friday, each, \$1.00.
- Serving Fish Forks. Reg. \$2.00. Friday, each, \$1.00.
- Berry Forks. Reg. \$3.50. Friday, dozen, \$1.75.
- Jelly Spoons. Reg. \$1.00. Friday, each, 50c.
- Cold Meat Forks (small). Reg. 75c. Friday, each, 38c.
- Baby Spoons. Reg. 60c. Friday, each, 25c.

- Coffee Spoons. Reg. \$2.75. Friday, dozen, \$1.38.
- Teaspoons. Reg. \$2.75. Friday, dozen, \$1.38.
- Dessert Spoons. Reg. \$5.00. Friday, dozen, \$2.50.
- Tablespoons. Reg. \$6.00. Friday, dozen, \$3.00.
- Dessert Forks. Reg. \$5.00. Friday, dozen, \$2.50.
- Table Forks. Reg. \$6.00. Friday, dozen, \$3.00.
- Bouillon Spoons. Reg. \$3.50. Friday, dozen, \$2.75.
- Soup Spoons. Reg. \$6.00. Friday, dozen, \$3.00.
- Pickle Forks. Reg. 50c. Friday, each, 19c.
- Ice Cream Spoons. Reg. \$3.50. Friday, dozen, \$1.50.
- Butter Knives. Reg. 50c. Friday, each, 19c.
- Sugar Tonges. Reg. \$1.00. Friday, pair, 39c.
- Pie Knives. Reg. \$1.50. Friday, each, 75c.
- Pie Knives (gilt). Reg. \$2.00. Friday, each, \$1.00.
- Cream Ladles. Reg. 75c. Friday, each, 38c.
- Gravy Ladles. Reg. \$1.25. Friday, each, 49c.
- Oyster Ladles. Reg. \$2.50. Friday, each, \$1.25.
- Soup Ladles. Reg. \$3.00. Friday, each, \$1.25.
- Berry Spoons. Reg. \$1.50. Friday, each, 69c.
- Berry Spoons. Reg. \$2.00. Friday, each, 69c.
- Cold Meat Forks. Reg. \$1.00. Friday, each, 50c.
- Cold Meat Forks (gilt). Reg. \$1.50. Friday, each, 50c.
- Orange Spoons. Reg. \$3.50. Friday, dozen, \$1.75.
- Food Pushers. Reg. 50c. Friday, each, 25c.
- Knives. Reg. \$1.50. Friday, dozen, \$5.75.
- Knives (dessert size). Reg. \$9.50. Friday, dozen, \$4.75.
- 3-piece Carving Sets. Reg. \$7.50. Friday, \$3.75.
- 2-piece Steak Carving Sets. Reg. \$5.50. Friday, \$2.75.

### These Notable Values in Water Colors and Oil Paintings

The Works of Well-known Artists, Many at Half Price

- Water color of a Sussex cornfield, and another of a cornfield near Arundel, by Henry J. Kinard. Friday, each, \$25.00.
- Water color of a Dutch market scene, by L. Van Staaten. Friday, \$35.00.
- Two water colors of the Highlands of Scotland, by J. Geldard Walton. Regularly \$37.50. Friday, each, \$18.75.
- Oil painting of a gypsy girl, and another of a fisher girl, by J. McColvin. Regularly \$65.00. Friday, each, \$32.50.
- Oil painting of evening at Burnham Beeches, by A. P. De Branski. Friday, \$25.00.
- Oil painting of Godstow Bridge, by Henry Pennell. Friday, \$30.00.
- Oil painting of a rural English landscape, by Ernest Walbourn. Friday, \$35.00.
- Picture Framing Special, Reg. \$1.75 to \$2.25; Friday, \$1.00.
- Any picture not larger than 16 by 20 inches framed, including glass and back, in choice of any one of twelve mouldings, including 2 1/2-inch mission oak in brown, weathered or black, 1-inch Circassian walnut, 1 or 1 1/2 inch imitation mahogany, 1 1/2 or 2 inch gilt, 1 1/2 or 2 inch gunwood. Regularly \$1.75 to \$2.25. Friday, \$1.00. —Fourth Floor.

### The Wall Paper Department Offers Immense Savings

Every Paper Featured for Friday Being Half Price and Less

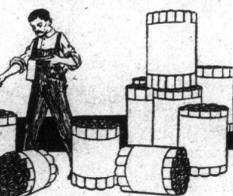
**C**ANADIAN Ribbon Stripe Bedroom Paper, soft grey and white ground, with 1 1/2 inch stripe about 4 inches apart in soft blue or pink. Regularly 10c; Friday, half price, single roll, 5c. 9-inch floral border, regularly 2 1-2c; Friday, yard, 1 1-2c.

Canadian Striped Paper, rich brown and tan shadings, with stripes in darker tones and edged with black and gilt; appropriate for halls, dens, dining-rooms, etc. Regularly 15c. Friday, half price, single roll, 7 1/2c.

American Imitation Leather Papers on oatmeal and oil printed stocks; good, durable papers with rich brown, tan, dark buff and light buff grounds. For halls, dens, living-rooms, etc. Regularly 75c. Friday, 25c.

Blue Foliage Tapestry Paper in an artistic shade, the pattern outlined with darker blue and showing touches of terra cotta and gold. An excellent color scheme with mahogany or white woodwork in halls, living-rooms or dining-rooms. Regularly 60c. Friday, single roll, 25c.

Balances of Japanese Leathers, 36 inches wide, suitable for dados, vestibules, etc., in hammered brass and metal effects. Reg. \$1.00, \$1.25 and \$1.50. Friday, yard, 50c.



THE T. EATON CO. LIMITED

—Fourth Floor.

English Leaf Tapestry Paper, in pretty green or brown color combinations, appropriate for living-rooms, dining-rooms or halls. Reg. 75c. Friday, single roll, 35c.

Effective Brown, Buff and Olive Striped Paper, with tapestry overprint and gilt lines, a rich, floral cut-out border in appropriate color scheme, with narrow band for base; suitable for living-rooms, dining-rooms, halls and dens. Reg. 25c. Friday, single roll, 12 1/2c. Border, reg. 15c; Friday, yard, 7 1/2c.

American Tapestry Ceiling Paper, small pattern in buff shadings; an excellent ceiling paper for use with tapestry fabric weaves and oatmeal papers. Reg. 25c. Friday, single roll, 12 1/2c. —Fourth Floor.

Chintzes and Cretonnes, 36 inches wide; all of good quality and showing a splendid variety of effective designs, in a host of color combinations. There are quaint little old-fashioned floral designs, big, handsome trailing rose patterns, striking old-world tree and bird patterns, soft harmonious tints in shadowed effects, also several effective striped and checked designs in art nouveau style. Among them, designs suitable for slip covers, curtains, draperies, etc. Regularly 30c and 35c. Friday, 18c yard.

Swiss, Scrim, Fish-net and Fine Nottingham Lace Curtains, 36 to 52 inches wide, 2 1/2 to 3 yards long, in white, ivory or ecru. Not more than six pairs of a kind; all good quality and beautifully finished; offering a variety that comprises styles suitable for any room. A clearing of lines which are not repeated for next season, at a price which in many cases is less than half the usual figure. Regularly \$2.15 per pair.

Madras Curtain Muslin, 50 inches wide, at half the usual price, showing a variety of pretty all-over floral and conventional designs, on particularly strong grounds in the popular and very serviceable light ecru shade. The quantity is limited, and the designs so attractive that at such a price it can scarcely last long, so come early. Friday, yard, 20c.

**O**NLY BY MONTHS of preparation for this big Sale of Furnishings, only by taking advantage of the most favorable opportunities for purchasing, was such a collection of bargains amassed at a time when the price of textiles is increasing almost daily.

Every section of the Drapery Department, curtains, chintzes, upholstering fabrics, screens, window shades, scrims and marquisettes, etc., will be featured throughout the month, and for Friday are offered these extraordinary attractions:—

Scrim, with fancy and colored borders, in a number of pretty designs, discontinued lines and mill ends, in some cases limited in quantity to a few curtain lengths. Also fine voile weaves, with neat printed borders, in a combination of colors. Any of them can be used as side or over-curtains, with or without a valance. Regularly 30c and 35c yard. Friday, 18c per yard.

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### In Draperies a Most Imposing List of Special Values

Many Items at About Half Their Usual Prices, Also Special Purchases That Are Absolutely Fresh and New



Regularly \$3.00 to \$5.00.

### Five Splendid Half-Price Bargains in Floor Coverings

Scotch Wool and Bag Rugs, Axminster and Cocoanut Fibre Door-mats, and Remnants of Linoleum

For these items we cannot take phone or mail orders, the quantities being limited.

Heavy Scotch Wool Rugs, including 2-tone conventional patterns, in green, rose or blue; also chintz and tapestry designs. Sizes 7' 6" by 9' to 12' by 18' 6". Regularly \$18.00 to \$21.00. Friday, each, \$8.50.

Bag Rugs, slightly soiled through handling, have plain centres in blue, grey, green or mauve, with band or chintz borders. Size 6' by 9', regularly \$7.65. Friday, each, \$3.75. Size 6' by 9', regularly \$10.50. Friday, each, \$5.25. Size 9' by 12', regularly \$12.25. Friday, each, \$6.10. Size 9' by 10' 6", regularly \$16.75. Friday, each, \$8.25.

English Axminster Door Mats, with fringed ends, have Oriental or floral patterns in blue, tan, green and rose. Size 12 by 28 inches. Regularly 85c. Friday, each, 42c.

Reversible Cocoanut Fibre Door Mats with band borders in red, green or brown. Size 16 by 27 inches. Regularly 30c. Friday, each, 15c.

Remnants of Linoleum, 2 yards wide, in quantities from 2 to 7 square yards. Wide assortment of patterns and colors. Regularly 64c to 75c. Friday, square yard, 32c. —Fourth Floor.