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Closes 5 p.m. Daily

# EATON'S DAILY STORE NEWS

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## Today Continues the Great Special Selling of Linoleums, Oilcloths and Felt Base Floor Coverings

### Many Such Remarkable Offerings as Heavy Imported Inlaid Linoleum at \$1.69 a Square Yard, and That Famous Felt Base Floor Covering at 57c Per Square Yard

For those who have been unable to see the display of exceptional values in the Rug and Linoleum Department, during the first three days of the special selling, today's offerings present splendid opportunities for real substantial savings on those desirable floor coverings as are here listed:

#### Felt Base Floor Coverings, Square Yard, 57c

Felt Base Floor Covering comes in artistic color designs and makes inviting places out of rooms that are often neglected as well as giving good service; 2 yards wide. Special sale price, square yard, 57c.

#### Imported Inlaid Linoleum, Square Yard, \$1.69

Heavy Imported Inlaid Linoleum, two yards wide, excellent for wear in kitchen, dining-rooms, bathrooms, etc. The pattern colors go through to the back and will show till completely worn through. Included in this special selling are block patterns in light, clean colors; tile patterns, Oriental carpet effects, and wood patterns in plank and parquet effects. Special sale price, square yard, \$1.69.

#### Linoleum Rugs, \$7.75 and \$15.75

Linoleum Rugs make bright and cheery rooms. They are sanitary, easily washed, and good to wear. They are resilient and almost noiseless under foot, and come in various designs.  
Size 6 x 9. Special sale price, \$7.75.  
Size 9 x 12. Special sale price, \$15.75.

#### Seamless Axminster Squares, \$39.50 to \$54.00

Remarkable values in English Heavy Seamless Axminster Squares. Rugs that have proven their durability under many trying conditions. Rugs for reception-room or dining-room, in plain grounds with band or two-tone borders, also Oriental effects, and for bedrooms dainty chintz designs with plain or fancy centres:  
Size 9' x 9', special value, \$39.50; size 9' x 10', special value, \$47.50; size 9' x 12', special value, \$54.00.

#### Seamless Tapestry Squares, \$18.50 to \$29.50

Fine Seamless Tapestry Squares, in small conventional and Oriental patterns in combinations of tan, brown, green, terra and blue, for almost any room.  
Size 7' 6" x 9', for \$18.50; size 9' x 9', for \$22.50; size 9' x 10' 6", for \$26.00; size 9' x 12', for \$29.50.

#### Oilcloth Rugs, Today, \$7.95

Floor Oilcloth Rugs, in bright, clean colors; cream, light green, red and tan, in small neat conventional patterns; very serviceable for under the dining table, sewing-room, etc. Size 7' 6" x 10' 6". Special selling price, \$7.95.



#### Half-Price Specials in Framed Pictures, Each, \$1.00

Framed Pictures, Some Less Than Half-Price, Today, Each, \$1.00

Pictures consisting of color, etching and sepia prints, many of which are reproductions of works by famous artists, are offered at this exceptional price. The assortment contains many of such subjects as "Figure," "Landscape," "Sheep and Cattle" and "Coast Scenes." Each picture is suitably framed in one of the following, bright or antique gilt, mission oak, gumwood and walnut finished frames; some are set in deep gilt mounts. Sizes range from 9 x 12 to 12 x 22 inches. Clearing, some at less than half-price, each, \$1.00.

#### Also These Excellent Values in Frames, 50c

Gilt Frames, suitable for photographs, with ornamented corners. Each has gilt mounts in the oval opening style, for cabinet or postcard size pictures. Complete with glass and back. Each, 50c.

—Fourth Floor, Queen Street.

#### Globe-Wernicke Bookcase, Today, \$17.00

Globe-Wernicke Sectional Bookcases, in golden or fumed oak, 34 inches long, has 3 different size book sections to fit books, 8 1/2, 10 1/2, and 12 1/4 inches high, includes adjustable top and sanitary leg base. 5 pieces, complete, \$17.00.

#### Other Attractive Values in Furniture

Arm Chairs or Arm Rocking Chairs, Jacobean or mission design, quarter-cut oak, fumed finish, panel or slat back, wide shaped arms, deep spring seats, covered in floral tapestry. Special price, \$9.25.

Rattan Arm Rocking Chairs, brown finish, upholstered back, wide arms, deep seat, fitted with loose cushions covered in floral chintz. Price, \$11.50.

Large Comfortable Arm Chairs or Arm Rocking Chairs, for the den or living-room, quarter-cut oak, fumed finish, extra high back and wide shaped arms, large deep seat, back and seat fitted with loose cushions covered in brown Spanish leather. Price, \$29.50.

Davenport, mission design, 6 feet 10 inches long, low back fitted with three loose cushions, deep spring seat covered in leather. Price, \$90.00.

Children's Arm Rocking Chairs, wide across top rail, neatly embossed spindle back and arms, wood seat and turned post legs. Strong, durable and easy rocking. Price, \$1.75.

High Chairs, solid oak, golden or fumed finish, shaped slat back, sanitary white enamel lift-over tray, cane seat with foot rest and tapered legs. Price, \$3.90.

Hall Mirror, surface oak, fumed finish, has 5 1/2-inch wide shaped frame, fitted with 12 x 20-inch bevel plate mirror, and 4 double hat and coat hangers. Price, \$6.00.

Hall Racks, in surface oak, golden finish, have heavily carved top, mirror frame and

neatly panelled back, shaped arms, box seat with lift lid, and fitted with umbrella holder and 4 double hat and coat hangers. Price, \$13.50.

Arm Rocking Chairs, quarter-cut oak, golden or fumed finish, high shaped panel back and scroll shaped arms, large seat covered with leather, round turned post legs, suitable for living-room, parlor or bedroom use. Price, \$5.25.

—Furniture Building—James and Albert Sts.



#### "Lend the Way They Fight"

LET'S take to heart this slogan of the recent Liberty Loan of the United States--and buy, buy, buy with the same spirit of sacrifice that our soldiers show in France--buy to the utmost of

#### Victory Bonds

Bonds and all information pertaining to the Loan may be procured at the Victory Loan Booth on the Main Floor.

#### Special Selling of Chintzes Continues Today

Excellent Values in Cretonnes, Chintzes, Curtain Scrim, and Taffetas, Some at Half-Price

#### Tapestry Cretonnes, Half-Price, Yard, 63c

Tapestry Cretonnes, 32 and 36 inches wide. Amongst these are some of our newest designs on heavy cloth in exclusive combinations. An extra wide range to select from. These are ideal fabrics for upholstering or slip-covers. Half-price, yard, 63c.

#### Imported Chintz, Clearing, Yard, 39c

This special lot consists of broken lines and odd pieces from regular stock. A variety of tapestry, bird, floral and conventional patterns, in quiet, harmonizing color combinations on light and dark backgrounds. Many less than half-price, yard, 39c.

#### Curtain Scrim, Today, Yard, 25c

A limited quantity of this scrim offered at this unusual price. A fine, even voile weave with fancy floral borders, in blue, yellow and rose, on white, cream and ivory grounds. 36 inches wide. Special, per yard, 25c.

#### Chintzes and Taffetas, Yard, \$1.59

A clearance of chintzes and taffetas, 48 and 60 inches wide. A collection of odd pieces and left-over colorings. Some hand blocked pieces in the collection. A good showing of rich color combinations and a wide choice of designs. Suitable for most all rooms, for hangings and upholstering. Per yard, \$1.59.

#### Today is National Fish Day

Canada Food Board License No. 8-5510

Today is National Fish Day. Everyone in the Dominion is asked to make it a meatless day. Everyone in the Dominion is asked to make it a Fish Day.

We are honoring our men overseas in respecting our National Fish Day, for fish for us spells meat for them.

We are honoring the brave men who toil unrelentingly in fair and stormy weather alike to keep up the country's fish supply.

The housewives of the Dominion have it in their power to make today National Fish Day in effect as well as in name.

—Issued by the Canada Food Board.

In conformity with the above request, the following fish items will be featured in the Fish Department today:

Fresh-caught Lake Ontario Herring, finest quality, 10c per lb.	Smoked Ciscos, 20c lb.
Fresh-caught Lake Trout, 17c per lb.	Smoked Finnan Haddie, 18c lb.
Fresh-caught Whitefish, 18c per lb.	Fresh Frozen Brill, headless and dressed, 12 1/2c lb.
Fresh Frozen Sea Herring, 10c lb.	Fresh Frozen Flounders, dressed, 11c lb.
Fresh-caught Haddock, dressed, 12c lb.	Fresh-caught Cod Fish, 12c lb.
Fresh Frozen Haddock, headless and dressed, 11c lb.	

—Fifth Floor, Yonge St.

## Men's Soft Felt Fedoras and Tweed Hats, a Worth-While Special, \$1.25



It's seldom you see them at such a pricing as today's. This time it's because they're of short ends of wool or wool and cotton mixture tweed—made up as good as the best, in appealing negligee or fedora style, and of a quality that will give the best of wear. The felts, too, are in a becoming fedora style, medium and wide brims. Sizes 6 1/2 to 7 1/2. Special, \$1.25.

—Main Floor, James St.

Men's and Boys' Medium Weight Caps, of wool and cotton, and cotton and wool tweed mixtures, in one, four or eight-piece styles, with or without band at back. For those who desire the heavier cap for winter wear there are Caps with fur ear bands. In grey, brown, fawn, pin checks, diagonals, fancy or heather mixtures. Sizes 6 1/2 to 7 1/2. Each, 95c.



## THE T. EATON CO. LIMITED

#### FRANCE WILL EXTEND PROTECTION TO SYRIA

New York, Oct. 30.—Assurance that France will extend to Syria "all the assistance and protection necessary for the realization of her lasting liberation and reconstitution" was given by President Poincare in a cablegram to the Syrian-Lebanese League for Liberation, made public here tonight. The message, forwarded by M. Poincare, foreign minister, on behalf of the president, was in reply to a cable by the league to M. Poincare on the occasion of the entrance of French marines into Beirut.

—BUY BONDS

#### SENATOR RICHARDSON BURIED

Kingston, Oct. 30.—The funeral of Senator H. W. Richardson took place this afternoon at Cataract Cemetery from his residence, "Alwington." The cortege was over a mile long, and in it were representative citizens from different parts of the country. Hon. J. D. Reid, minister of railways, represented the Dominion Government. Representatives of Kingston Bar Association and of the local board of trade were also present. Rev. Dr. Wilson of Chalmers Church represented the Presbyterian clergy, and Bishop Bidwell and Dean G. L. Starr represented the Anglican clergy.

—BUY BONDS

#### Week's Death Toll in Paris From "Flu" is Greatest Yet

Paris, Oct. 30.—In Paris during the week ending today there were 1566 deaths, the greatest total since the beginning of the grip epidemic here. Of the deaths reported, 1285 were due to grip and 281 to various diseases of the lungs. During the last few days the number of deaths reported daily has been decreasing.

—BUY BONDS

#### MAY RAISE FARES

Winnipeg Street Railway Gets Temporary Permission, and Strike is Averted.  
Winnipeg, Man., Oct. 30.—The Winnipeg Electric Railway Company will be permitted by the city temporarily to charge a flat five-cent fare, except for children's and workmen's tickets, which will be sold at the rate of eight for 25 cents and six for 25 cents respectively.

—BUY BONDS

#### Sunday Sales of Gasoline Are Still Barred by Law

Ottawa, Oct. 30.—"Sunday selling of gasoline is contrary to law," is an official warning issued today. The prohibitive regulation is still in force, the only exception that has been made being in cases where doctors have unexpectedly run short of gasoline supplies on Sundays during the influenza epidemic.

—BUY BONDS

#### WILL APPEAL TO LAST COURT.

Ottawa, Oct. 30.—The separate school board of Ottawa will appeal to the privy council against the decision of the appellate court, Toronto, rendered on the 24th inst., whereby the judgment in the first divisional court in favor of the board against the Quebec and Ottawa Boards and separate school committee involving \$71,891 was reversed.

—BUY BONDS

#### SUCCEEDS LUDENDORFF.

London, Oct. 30.—General Groener, the Prussian war minister, after an audience with the emperor, has gone to German headquarters as the successor to General Ludendorff who resigned several days ago, according to a Central News despatch from Copenhagen.

—BUY BONDS

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