

EATON'S develop films at 5c per roll. Mail them or bring them to Camera Section, Main Floor.

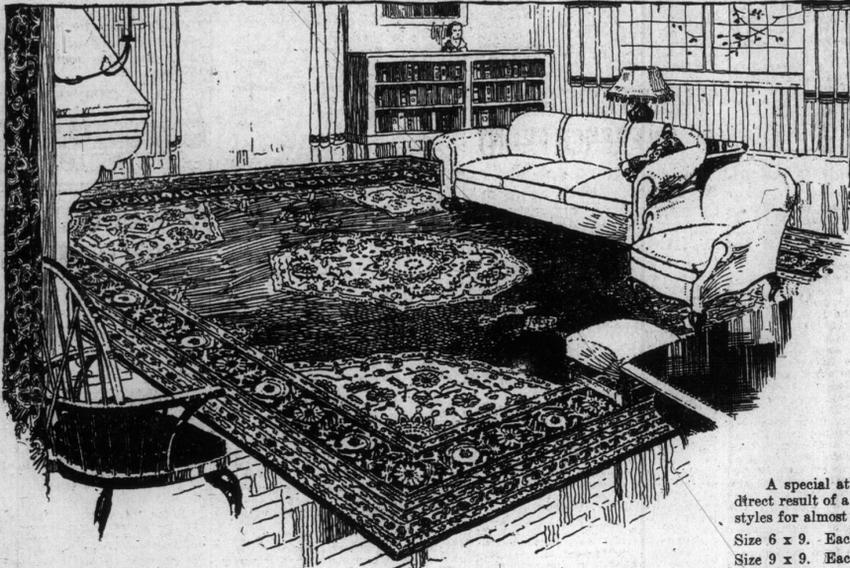
EATON'S DAILY STORE NEWS

Cut Steel Beads, sizes 7, 8 and 9. Bunch, 35c. —Second Floor, Centre.

Continuing the Special Features for Opening Week

The Second Day Offers a Wealth of Selection in Handsome Floor Coverings

Original Designs as Well as Magnificent Reproductions of Rare Old Persians, Quaint Egyptian Motifs in Oriental Colorings, and Characteristic Modern Styles — These Are the Superb Patterns Seen in Many of the Wilton Rugs, Foremost in the Fall Showing. Prices \$42.50 to \$125.00. Also Axminster Squares, Specially Priced, \$26.50 to \$54.00.



THE LURE OF THE ORIENT is in the lovely shadings and deep tones of these Wilton Rugs. Moreover, they are immensely practical, with their thick, heavy pile, woven in harmonious colors of blue, rose, olive and ivory.

The choice of your new floor coverings for the Fall and Winter months will assuredly be a simple matter when you see the display of charming rugs featured for the Opening. Among them are:

Fine English Wilton Rugs, just received from some of the famous English mills—one of the very few which are still permitted by the British Government to manufacture rugs because of their recognized standard grade. Rugs which will wear a lifetime. Rugs whose colorings and designs represent the highest efficiency of well-known artists, both in original designing and in splendid reproductions of old models. The delightful colorings include a rose ground Persian pine design with dark blue and cream border, blue medallion centre with rose border, or a rich Fereghan, dark blue ground with rose border. These rugs may be had in various sizes, a few of which are mentioned:

- Size 6-9 x 9-0. Each \$50.00
- Size 9-0 x 10-6. Each \$75.00
- Size 9-0 x 12-0. Each \$85.00

Seamless Wilton Rugs, English make, of fine weave, showing splendid copies of the Kirmanshah in soft shades of rose, ivory, olive and blue; or the Anatolian in medallion style, reseda green ground with ivory, rose and cream; also small Persian styles in rich colors.

- Size 5-5 x 7-11. Each \$42.50
- Size 6-6 x 9-10. Each \$57.50
- Size 9-0 x 10-6. Each \$87.50
- Size 9-0 x 12-0. Each \$97.50
- Size 10-6 x 13-6. Each \$125.00

Egyptian designs in fine qualities of English Wilton Rugs are attractively colored, and depict the wonderful drawings of the artists of olden times. Blue grounds, grey and drab, or dull black and grey with harmonizing colors in a rich detail; the colorings in one particular rug represent the Sands of the Desert. Excellent rugs for a living or dining-room.

- Size 8-3 x 10-6. Each \$65.00
- Size 9-0 x 12-0. Each \$75.00

A special attraction for Tuesday will be Seamless Axminster Squares marked at much less than to-day's values. They are the direct result of a big mill purchase. There are plain centre rugs with band borders in blue, brown or green; Oriental designs in many styles for almost any room and in a large range of sizes from 6 x 6 to 12 x 13.6, a few priced below:

- Size 6 x 9. Each \$26.50
- Size 9 x 10-6. Each \$47.50
- Size 9 x 9. Each \$39.50
- Size 9 x 12-0. Each \$54.00

—Fourth Floor, James St.

For Opening Week There Will Be a Special

Demonstration of Electrical Appliances

This takes place each day on the Fourth Floor.

ARE you fortunate enough to possess an electric grill, percolator or toaster? If not, visit the demonstration of these useful contrivances on the Fourth Floor and judge for yourself of their convenience.

Moreover, if you have experienced any difficulty with your toaster, iron or percolator, the demonstrator will gladly give you any information necessary and enlighten you upon any doubtful points.

For Tuesday we are featuring in particular irons, toasters, grills and percolators. Thus:

A dependable iron is the "Eaton Beauty," heavily nickel plated and made with improved handle and stand. Its weight is 6 lbs. Price, \$3.35.

The "Eaton Beauty" Toaster is equipped with switch, has warming rest and toasts two slices at once. Price, \$3.50.

In coffee percolators the "Canadian Beauty" is a dependable model. It is quickly and easily operated. Price, complete, \$10.00.

For late suppers, breakfasts or impromptu luncheons the toaster grill will be found most useful. The "Canadian Beauty" is well constructed, and boils, toasts, grills, etc. Price, \$6.00.

—Basement and Fourth Floor.

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.

Magnificent Dining-room Suites Exemplifying Artistic Period Designs

In Walnut or Mahogany Are Handsome Dining-room Suites Designed According to the Periods of William and Mary, Queen Anne and Louis XVI. The Sketch Shows a Decorative Suite in William and Mary Period. Special Value, \$217.00.

ESPECIALLY CHARMING are dining-room suites showing individual types of beauty, and fashioned from walnut and mahogany. Furthermore the values are unusual, particularly notable being the suite with William and Mary motif.

Very handsome is a William and Mary dining-room suite, made in black walnut or mahogany. The buffet has pediment back, 60-inch moulded top, and the china cabinet has single door with lattice panels on both sides. The suite includes a 50-inch round top extension table, serving table and 6 chairs with slip seats, upholstered in leather. 10 pieces. Special value, \$217.00.

In Louis XVI. motif is a dining-room suite made in mahogany and walnut. The buffet has 66-inch top with rope edges, carved decorations and fluted legs, characteristic of this period. An extension table with 54-inch top, double-doored china cabinet, serving table with full-length drawer, and 6 chairs with slip seats, covered in leather. 10 pieces. Special value, \$273.00.

In black walnut is a dining-room suite designed according to Queen Anne style. The buffet has pediment back, with four drawers, and panelled cupboard having burl walnut fronts. An arched top is a feature of the china cabinet, which has a single glass door and glass panelled sides. The extension table is 52 inches in diameter, and there are a serving table and a set of six chairs. 10 pieces. Special value, \$259.00.

A dining-room suite in Sheraton design has an attractive narrow inlay of satinwood. The buffet has a medallion centre, four-door cupboard and three drawers. For the rest, the suite consists of a china cabinet, with double doors, extension table and six chairs with slip seats. 9 pieces. Special value, \$358.00.

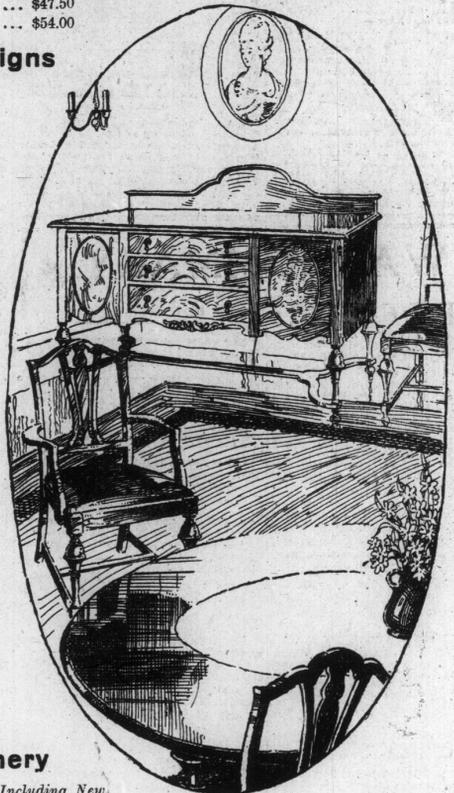
Dining-room suite, American simple and exact adaptation of the Old English design during the reign of William and Mary. The buffet has shaped arched pediment back, 72-inch top with moulded edges, and two drawers, and double cupboard. The legs have cup and saucer turnings, with curved bottom, and stretcher supports, so characteristic of this period. China cabinet has arched top with lattice glass panel doors, 54-inch round top extension table. Serving table has three drawers. Set of six chairs, with cane panel backs and seats. 10 pieces. Special value, \$513.00.

Buffets in Jacobean design, made from black walnut, dull satin finish, pediment back with mirror and cane inserts, 50-inch double top, panel drawer fronts and panelled door cupboards, rope-turned legs and bottom stretcher supports, \$45.00. Extension table to match, \$35.00. China cabinet, \$31.00.

A black walnut dining-room suite, Queen Anne motif, has buffet with pediment back, 60-inch top with moulded rim, four drawers and panelled cupboard having burl walnut fronts. The china cabinet has arched top with single glass door and glass panelled sides. Extension table is 52 inches in diameter, 8 feet extension. Serving table has full-length drawer and lower shelf. Set of 6 chairs upholstered in No. 1 dark green leather. 10 pieces. Special value, \$259.00.

Jacobean dining-room suite, quarter-cut oak, fumed finish. Buffet has full-length mirror back, 48-inch double top, 3 drawers, double door cupboard and rope-turned legs with bottom cross stretcher supports, \$27.50. Double door china cabinet, \$16.50. Set of 6 chairs with slip seats, covered in leather, \$28.50.

—Furniture Building, James and Albert Sts.



Continuing the Formal Opening in Modish Fall and Winter Millinery

With a Special Display on Tuesday of Smart Ready-to-wear Hats, Including New York and Paris Models. These Emphasize the Vogue for Velvet, Hatter's Plush, and Simple Trimmings. Prices \$5.00 to \$10.00.

THE SECOND DAY of the Fall Opening is devoted particularly to the showing of modish Ready-to-wear Hats. Charming examples of the new mode, fashioned from velvet, panne velvet and hatter's plush, sometimes in solid colors, often with crowns or brims in contrasting shades. To mention a few of the noticeable features and styles:

In types the rolling sailor is promised wide patronage, although the wide-brimmed hats with a slight droop are very smart. The closer-fitting styles, tricorne and draped turbans are shown a great deal, tam crowns being accorded high favor for youthful wearers.

The trimming is simple, often a tailored bow sufficing as ornamentation. Pippings, pom-poms, fancy mounts, ostrich and glazed ribbon are noticed among the fashionable trimmings. One chic model in the display has a plain velvet brim, pressed at the edges to form points. Another has a soft crown, made entirely of chenille. Many of the new models have sharp turns at the side, and it was observed that the small hats have high trimmings, while the large hats favor flat effects.

A decided novelty are the military motor hats, fashioned from velvet and resembling the styles worn by Canadian, American and French soldiers, also those worn by members of the aviation and cycle corps.

The season's colors feature purple and taupe as leading shades, with Burgundy, wine, navy and black likewise popular. Among the delightful combinations are brown and taupe, brown and burnt orange, flame and black. Prices, \$5.00 to \$10.00.

Specially Priced for Tuesday Are Ready-to-wear Hats at \$6.00

An array of smart hats fashioned from velvet and hatter's plush, in black, navy, taupe and brown. There are rolling and drooping brimmed sailors, soft turbans with draped crowns, close-fitting effects and matrons' styles. Many have colored facings or crowns. The trimmings comprise ostrich, ribbon and chic ornaments. Specially priced, Tuesday, each, \$6.00.

THE T. EATON CO. LIMITED

IN THE FURNITURE BUILDING

A demonstration of the new portable electric sewing machine.

A demonstration of the making of the Marshall Sanitary Mattress—the famous mattress with 1,000 springs.

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