

# EATON'S DAILY STORE NEWS

## Some of the Friday Bargains

### Women's \$11.50 to \$15.00 Imported Skirts, \$6.95

Made from very fine quality all-wool serges and poplins, in a number of styles showing various plaids, pockets and belts, and some having the new button trimmings. Others are still are ornamented with rich silk braids. Colors black, navy and brown. \$4 to \$10 waistband. Reg. \$11.50, \$13.00, \$13.50, and \$15.00. Friday, each, \$6.95.

### \$2.25 and \$2.75 Moire Petticoats, Friday, \$1.39

Rich Moire Poplins in two styles, in black, navy, Copenhagen, navy, emerald and brown. Reg. \$2.25 and \$2.75. Friday, each, \$1.39.

### Fine Wool Sweaters, \$3.95

A splendid special purchase, 150 wool sweaters at less than to-day's cost of production. A good variety of styles in Copenhagen, rose, cardinal, grey, navy, gold, etc. Sizes 36 to 44. Friday, each, \$3.95. Third Floor—Centre.

### Fancy Goods

Nightgowns stamped for embroidery on fine white tulle, sufficient to complete the embroidery. Friday, each, \$1.95. Tea Aprons of crepe de mullin, stamped for embroidery, also a skin of moss for embroidery. Reg. 15c, Friday, 10c.

Many Fancy Articles clearing at half-price. The lot consists of boxes, baskets, knitting bags, etc. Reg. 50c to \$2.00. Friday, half-price, 25c to \$1.00. Second Floor—Centre.

### Women's Suits

Women's Extra Size Suits, half-price, Reg. \$17.50 for \$8.75.

Men's Wear Serge Suits; long coats with convertible collars and warm linings. Trimmings with silk over collars and buttons. Skirts are made on straight hanging lines with the desired fullness around bottoms. Colors are navy blue and black. Bust 39 to 45. Reg. \$17.50. Friday, each, \$8.75.

### Women's Velvet, Broadcloth and Serge Suits, Reg. \$27.50 \$30.00, \$37.50, Friday, \$19.75

Long Coats, with trimmings of buckles, belts and braids; satin and silk linings. Materials are velvets, chiton broadcloths, gabardines, poplins and serges. Skirts are pleated, gathered or yoked and pocketed. Colors are navy, black and brown. Reg. \$37.50 to \$50.00. Friday, each, \$19.75. Third Floor—James Street.

### Women's Coats

Black Coats, broken as to sizes and materials, assembled in one lot for quick clearance. Nearly all show belt effects. Friday, each, \$5.75.

A collection of Coats, beavers, wintres, chinillas, smart tweed mixtures, etc., showing a diversity of styles in collars, belts, pockets, etc. Colors grey, navy, brown, green, etc. Sizes 34 to 44. Friday, each, \$9.75. Third Floor—James Street.

### Girls' Dresses

Imported Models, including several pretty serge dresses, one style being made with deep yoke and small pleats from yoke to bottom of skirt, strap belt and pockets. Large plaid silk braid each side, on collar, belt and cuffs. Another style has wide panel front trimmed with fancy buttons, and narrow braid straps, double box pleated skirt, back and front, fancy pockets on skirt and wide white collar and cuffs. Also some combined with light colored all wool plaid, the dress being of Copenhagen, green or brown, combined with plaid yoke, cuffs, panels at each side and band around bottom of skirt. Procurable in brown, navy, green, tan and rose. Sizes 6 to 14 years. Reg. \$10.00 to \$15.00. Friday, each, \$6.95.

### Girls' Coats

Imported Coats, the balance of our imported styles. They are all smartly made of substantial materials, and trimmed in such fascinating ways, showing pockets, tucks, high-waisted effects, and fancy collars. Some of corduroy velvet, made full and long, have large collar and cuffs trimmed with fur cloth, grey, black and belt, finished with buttons. Others of burella cloth, smartly made in neat styles. Also some for small girls, trimmed with beaver fur around collar. Others of broadcloth. Procurable in brown, navy, Burgundy, taupe, and green. Sizes 6 to 14 years. Reg. \$10.00 to \$25.00. Friday, half-price, each, \$5.00 to \$12.50.

### Misses' Wear

Imported Coats, Reg. \$24.50 and \$25.00, Friday, \$19.50.

Broken Lines of imported coats, including those of such smart fabrics as pom poms, velours, chevrons, and Wintres. All are fashionably modeled with large convertible collars of contrasting or self fabrics, belted or belted and pocketed. Some lined throughout, others half-lined, some unlined. Colors taupe, green, brown, navy, fawn and black. Reg. \$34.50 and \$35.00. Friday, each, \$19.50.

Misses' \$13.95 Suits, Friday, \$9.75. Trim Suits of navy or black serge, coats made in belted styles, with convertible collars, pockets and belt, adorned with black buttons. Skirts are gathered at back, under belt. Sizes 13 to 20. Reg. \$13.95. Friday, each, \$9.75. Third Floor, Yonge Street.

### Men's Furs, Hats and Caps

Men's Coats, with lining of Canadian muskrat; Persian lamb or other collars in shawl style and shells of strong black beaver cloth. Sizes 38 to 46. Friday, each, \$49.00.

Baby Robes in pocket style, made from white sheepskin. Friday, each, \$3.50.

Men's Hats in crease crown style, with wide flaring brims, and wide and narrow bindings. Green, brown and grey. Sizes 6 3/4 to 7 1/4. Friday, each, \$2.35.

## Modish Silk Dresses at Very Moderate Prices

A Brev of Extremely Interesting Frocks, for Though They Are by No Means Expensive, Each Model Shows Something That is Distinctive in the Fashioning.



**E**VEN WHEN she wants a Silk Gown the woman of to-day feels that above all things she must be practical in her choice, and these dresses combine in most happy fashion, the practical, the modish, the ornamental.

The Women's Dress Department shows an unusually wide variety in such dresses, most of them made of crepe de chine, messaline, silk paille, or silk poplin.

The illustration shows some very happy examples, so to describe them:

**A.** A very simple but graceful frock of crepe de chine, the gathers of the picot-edged overskirt held in position by the long lashed girdle, prettily shaped reverse falling from beneath a smart white satin collar, and with a vestee of Georgette giving a becoming neck line. Obtainable in black, navy, and a delightful shade of old blue. Price, \$27.50.

**B.** Very chic she looks from the back, doesn't she—the lady marked B! And her front view is equally impressive. The gown is made of rose paillette silk, and fastens on the shoulder, the front being brought below the belt in semi-circular fashion like the back and there braided. The neck is round a motif of braid and embroidery just below it and the belt, cuffs and panels are lined with grey crepe de chine to match the collar. Also procurable in black, navy, wistaria and nigger brown, with contrasting trimmings. Price, \$25.00.

**C.** Another dress with the popular hip draperies, this of messaline embroidered with silk and silver thread. The collar, which is square at the back, and the vest are of Georgette. Colors are black, navy, Copenhagen and taupe. Price, \$33.50.

**D.** Paillette silk of very good quality is responsible for this dress, the quaint little bodice being embroidered with metallic braid and silk. The collar and vestee are of white Georgette, the sleeves of Georgette to tone with the dress. Colors, black, navy, brown and green. Price, \$30.00.

Most attractive is a dress of paillette, the sleeves of Georgette, and the bodice made jumper fashion, except that the basque part is finished off as flying panels front and back, and embroidered along the bottom with silk and gold. The skirt falls in long, straight folds, with pockets at the sides, and the collar is particularly pretty of white satin, square at the back, and with a rounded cow-like front. This dress is available in Copenhagen, navy and black. Price, \$27.50.

Quite inexpensive, but very simple and pretty, is a crepe de chine dress, the gathered skirt finished with a wide tuck at the bottom, the bodice folded

back to show a vest trimmed with rows of colored silk stitching, and so arranged as to give the fashionable square neckline. It has a deep sailor collar of Georgette. Colors Holland blue, brown, navy or black. Price, \$15.00.

Silk poplin fashions yet another simple frock trimmed on the front of its square-necked bodice and on the belt, with braiding. Its collar is cut almost square in front, and has a deep point at the back, as have also the cuffs. The skirt is cut in two sections, upward points at the sides giving it a yoke effect. Colors, beetroot, cadet blue, navy, green and black. Price, \$16.50.

—Third Floor, James St.

## Do Furs Come Within the Range of Your Immediate Needs?

Then Here Are Moderately Priced Neckpieces and Muffs of Many Fashionable Shapes and in Many and Varied Peltries.

**T**O BLONDE and brunette, each her own particular fur; but there are some furs that are extremely becoming to both types, and of these black fox and Hudson seal are notable examples. The rather quaint-looking set shown in the top sketch charmingly combines both these furs. The caperine is made in very new mode, with a beautifully glossy black fox skin, in animal style, slightly shaped to fit the shoulders, and at the top a pretty little "trench" collar of Hudson seal, which can be drawn up on the silk ties to fit closely to the neck. It is lined with black silk and edged with braid. Price, \$47.50. The muff to match is made of a beautifully silky black fox, finished with silk wrist frills, and provided with a bracelet carrier. Price, \$58.50.

Red fox—most becoming to dark women—is the fur used for the other set in the illustration. The stole is in animal effect, slightly shaped to set well, and lined with tawny silk, and priced at \$35.00.

The head, tail and paw trimmed muff, lined with velvet and edged with silk, has an amber-colored wrist ring, and is \$43.50.

In the very popular skunk is a particularly handsome cape, made of whole skins, finished with a fringe of tails and paws. It is lined with brown faille, a fold of the silk running round the top to protect the neck, and fastens with silk ties ending in fur balls. Price, \$85.50.

A smaller caperine of skunk, with the stripes going down, is lined with satin and fastened with ties to which are attached fur balls. Price, \$55.00.

Skunk-muffs to match either of these can be obtained in several styles—a melon shape made of fur of splendid quality at \$40.00; another melon, with stripes running across, at \$35.00; a pretty "cane-teen" style, the apertures finished with shirred silk, at \$35.00, and a ball muff, at \$31.25.

Very good value is a neat little tie of Hudson seal, with rounded back and paddle ends. Price, \$10.50. A melon muff to match with silk wrist frills is \$20.00.

Natural wolf is obtainable in wide variety, warm cozy stoles in animal effect, in the popular shaped style, ranging in price from \$10.75 to \$22.50. Pillow and ball muffs to match, range in price from \$9.00 to \$22.50.

—Third Floor, Yonge St.

## Well Cut, But Inexpensive, Silk and Georgette Blouses

Fashioned With a Simplicity Which Betokens Good Style, Yet Each One Showing Something Distinctive in the Shaping of Collar and Cuffs, in a Touch of Embroidery That Bedecks the Front or in a Pretty Little Panel.

**P**ERHAPS you have had a Christmas present which has taken the very practical form of money "to spend yourself." If so these Blouses suggest a most satisfactory way of spending it, for they are all of the practical type, one of the main considerations in blouses nowadays.

Though the prices are low, the materials are of good quality—crepe de chine, crepe Georgette and Habutai silk—and all are well finished.

A very attractive crepe de chine blouse has groups of fine tucks down the front, a frilly collar, rounded at the back, deep turned back cuffs, and is obtainable in many delectable colors—rose, grey, champagne, flesh, maize, as well as black and white. The price is \$5.00.

The smart little striped blouse which is shown in the sketch is of navy blue and white washing silk. The collar is convertible and is very smart, when buttoned up with its turn-over points. Price, \$5.00.

The other blouse sketched is made of a heavy ivory Habutai silk, and shows a new collar, with square back and tuxedo points in front, its very simplicity giving it a decided chic. Price, \$3.95.

A simple crepe de chine blouse with wide hemstitched collar and front, is gathered into a shoulder yoke, and can be had in flesh, rose, maize and white. Price, \$3.95.

Georgette is responsible for a very pretty model with embroidery in silk and beads, on either side a panel front, a smartly shaped convertible collar, and turn-back cuffs. Price, \$5.00.

Another Georgette blouse, also embroidered with beads on front, is fastened in flesh, maize, white and black. Price, \$5.00.

Extremely smart and made of splendid quality of crepe de chine, is a blouse with fine tucks down the front, which is fastened with large pearl buttons, a square tucked collar and hemstitched shoulder yoke. Its price is \$7.50.

—Third Floor, Centre.



## A Second Consignment of

### "Bubbles, the Book that Sings"

has just been received from the Publishers, and this unique fairy tale, for which there has been such a huge demand is now available in the Book Department. Price, \$1.00.

—Main Floor, James Street.

## More of the Friday Bargains

### Men's Furnishings

Men's Sweater Coats, in plain or fancy or Jumbo stitch, made with shawl collar, two pockets and close-fitting cuffs. Grey, brown, slate and Oxford; sizes 38 to 42. Reg. \$2.85 to \$4.50. Friday, each, \$2.45.

Men's Madras and Fine Cambric Shirts, with stripes of blue, black, mauve. Made with attached laundered or soft cuffs; coat style; sleeve lengths vary. Sizes 14 to 17 1/2. Reg. \$1.19 to \$1.50. Friday, each, \$1.00.

Men's Bath Robes, made from heavy blanket cloth in conventional designs of grey, blue, brown and tan; have neat turn-down collar and tie string or lapel collar, and buttoned front; two pockets, and heavy circle at waist. Sizes small, medium and large. Reg. \$4.50 to \$7.00. Friday, each, \$3.50.

### Footwear

Women's Boots, up-to-date styles in dongola, kid, laced, sport style, grey buck tops, medium heels; also victrola and button boots, goodyear welt and Louis heels; high tops. Sizes 3 1/2 to 7. Widths A to D. Reg. \$6.00 to \$7.50. Friday, each, \$5.00.

Growing Girls' Boots in patent leather with buttons, black cloth tops, low heels. Sizes 3 1/2 to 7. Reg. \$5.00. Friday, each, \$2.50.

Women's Comfortable House Slippers, buckskin or one-strap style, common sense last, low heels, soft kid, easy on the feet. Sizes 3 1/2 to 7. Reg. \$2.00 to \$2.25. Friday, each, \$1.50.

Girls' Durable Boots for Skating, fine box calfskin, regulation style, specially reinforced. Sizes 11 to 1. Reg. \$2.25. Friday, each, \$1.50.

Girls' Educator Boots in patent leather button style, toe caps in plain toe. Goodyear welt soles. Sizes 8 to 11 1/2 to 12. Reg. \$3.75 to \$4.75. Friday, each, \$2.75.

Men's Boots, all made by Goodyear welt process, including Educator boots, patent or tan calf and gunmetal calf boots, balmoral or blucher style. Size 6 1/2 to 11. Reg. \$4.00 to \$9.00. Friday, each, \$2.50. Second Floor—Queen Street.

### Furniture

Living - Room Arm Chairs and Arm Rocking Chairs, "William and Mary" and "Jacobean" designs; fumed oak frames, deep spring seats, covered in tapestry and leather. Reg. \$8.50, \$9.00 and \$9.50. Friday, each, \$6.50.

Fumed Oak Umbrella Stands, 2 division style, metal drip pan. Reg. \$4.00. Friday, half-price, each, \$3.25.

Library and Living - Room Tables, oval and oblong tops, made in quarter-cut oak, golden and fumed finishes and black walnut. Reg. \$19.00 to \$25.00. Friday, each, \$14.75.

Arm Chairs and Side Chairs, suitable for living-room and bedroom use; made in walnut, mahogany and ivory enamel; cane and leather seats. Reg. \$12.00. Friday, half-price, each, \$9.00.

Living-Room Arm Chairs, and arm rocking chairs, all over upholstered frames, cushion and spring seats, covered in tapestry. Reg. \$28.00 to \$32.00. Friday, each, \$21.50.

Only, Parlor or Living-Room Suites, mahogany finished frames, arm chair, arm rocker and settee, upholstered backs, spring seats, covered in tapestry. Reg. \$28.00. Friday, each, \$21.50. Furniture Building, James and Albert Sts.

### Floor Coverings

Only, English Tapestry Squares, clearing at remarkably low prices, for dining-room or bedroom. Two sizes in floral and Oriental design, in fawn, red or green. Sizes 9' x 12' and 10' 6" x 12'. Friday, each, \$15.50.

Closely Woven Axminster Hearth Rugs, Size 28 inches by 58 inches, with well-bound ends. Tan ground, floral design, in green, rose and ma-noon. Friday, each, \$4.95.

Fine Wilton Rugs in Oriental and conventional designs, very suitable for sitting-room, parlor or dining-room, in rich combinations of blue, tan, rose, brown and green. Sizes 6' 6" x 9' and 8' 6" x 10' 6". Reg. \$21.00 to \$38.00. Friday, each, \$19.25. Fourth Floor.

### Infants' Wear

Wool Sweater Coats in plain stitch, roll collar, patch pockets. Colors red trimmed, navy and fawn. Trimmed with brown. Sizes 2 to 5 years. Reg. \$2.15. Friday, each, \$1.25.

For this item we cannot take phone or mail orders, quantity being limited. Creepers of white vesting or cotton crepe, have square neck and short sleeves. Button from knee to knee. Sizes 4 months and one year. A few with pale blue or pink trimmings. Reg. \$1.15. Friday, each, 75c.

White Flannelette Skirt made on cotton waist, trimmed with lace. Friday, each, \$2.95.

Children's Hats in tweed, felt and velvet with band of silk around crown and bow at side. Brim can be turned up or down. Colors black, brown and green. Sizes 2 to 6 years. Reg. \$1.75. Friday, each, 80c. Infants' Wear Dept., Third Floor, Queen Street.