

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

# EATON'S DAILY STORE NEWS

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.

## Some of the Friday Bargains

### Children's Muskrat Coats, Friday, Each, \$7.75

Made of strongly sewn Muskrat skins. Lining is of a thickly quilted black satin. Have high storm collar and barrel buttons. Friday, each, \$7.75.

Children's Coats, made of Newfoundland (hair) Seal, with strong quilted black lining and high storm collar. Friday, each, \$2.50.

Baby Carriage Robes, made from Thibet fur, in pocket style. Lining is of warm felt. Reg. \$10.50. Friday, each, \$8.25.

Plush Auto Robes. Friday, each, \$2.00.

### Men's Fur-lined Coats

Men's Coats, lining of Western Canada Muskrat. Shells of good quality black cloth. Collars of French Otter (dried Muskrat), in shawl style. Reg. \$29.50. Friday, each, \$21.75.

Plucked Beaver Coat, nicely marked. Quilted lining of No. 1 quality brown satin. Leather armholes and knitted storm cuffs. Reg. \$250.00. Friday, \$195.00.

Natural Beaver Coat, made from heavily furred selected skins, finished with best quality trimmings. Reg. \$245.00. Friday, \$190.00. Main Floor, James St.

### Groceries

Direct Telephone Call, Adelaide 4900.

California Seedless Navel Oranges, per dozen, 25c.

California Table Figs, per lb., 23c.

Loaf Sugar, 3 lbs., 25c.

Malaga Grapes, per lb., 18c.

California Table Figs, 2 pkgs., 21c.

California Prunes, about 5 lbs. in sealed tins. Per tin, 65c.

Unsweetened Cocoa, per lb., 24c.

Queen Olives, in American quart jars. Per jar, 35c. Fifth Floor.

### China Ware

For this item we cannot take phone or mail orders, the quantity being limited.

41-piece English China Tea Sets, with neat floral spray effects, gold traced, edges on a clear glaze white body. Set consists of 12 tea plates, 12 cups and saucers, 2 cake plates, 1 cream jug, 1 covered sugar; 41-piece set. Reg. \$3.25 and \$3.50. Friday, \$2.50 and \$2.75.

Limonie China Soup Plates, in three decorations, violet spray effect with stippled edges, wreath of green leaves broken by pink rosebud inserted, and green and tan conventional border pattern with gold traced edges. Reg. \$2.40 per doz. Friday, per doz., \$1.30.

Lemonade Tumblers, clear glass, fluted style, tall shape, medium weight. Friday, 6 for 20c. Basement.

### Electric Fixtures

Three-light Semi-indirect Fixture, with brush back hanger, "Adams" design bowl, soft diffusing glass, neat and effective design; 16-inch bowl. Reg. \$12.00. Friday, \$8.75.

Mahogany Finished Table Lamps, fitted with old rose shade with shadow lining. Neat pattern and well finished. Reg. \$7.00. Friday, \$5.25. Basement.

### Umbrellas

Men's or Women's Umbrellas. In the lot are handles trimmed with silver, horn and bone, in a large range of styles and shapes. All silk mixture covers, lined. Reg. \$3.50 and \$5.00. Friday, each, \$2.45.

Men's or Women's Umbrellas, silk mixture covers, paragon frames, steel rods, neat rolling, all lined, silver-mounted handles. Reg. \$2.50 and \$3.00. Friday, each, \$1.65. Main Floor, Yonge St.

### Men's Clothing

Tweed Suits, Special, \$5.95 Each. Broken lines in Sac Suits, tailored in winter tweeds, with new striped patterns and mixtures in brown and grey. Single-breasted, well trimmed and durably lined. Sizes, 36 to 44. Friday, suit, \$5.95.

Big warm Ulsters, with small checks or mixtures in brown or grey; tailored of thick soft water tweeds, double-breasted, convertible lapels, deep storm collar, half belt at back and lasting linings. Sizes, 36 to 44. Reg. \$15.00 to \$18.50. Friday, \$10.75.

Men's Trousers, neatly tailored of worsted-finished material, with stripes in dark grey. Sizes, 32 to 42. Reg. \$2.50, \$2.75 and \$3.00. Friday, pair, \$1.95. Main Floor, Queen St.

### Men's Furnishings

Muffs, of manufactured silk, flat or tubular, fringed at ends, some are plain, others have stripes. Reg. \$2.00 and \$2.50. Friday, each, 98c.

Men's Combination Underwear, of natural wool, in a fine elastic rib, have close ends, pearl buttons and stitched neckband. Sizes, 34 to 50 and 40 to 50 in stout. Reg. \$2.00 and \$2.50. Friday, suit, \$1.49.

Men's Neckties, of American or French silks, with floral, stripe or conventional patterns. Also English or Canadian knitted ties with stripes or heather mixtures. Reg. \$1.00 and \$1.50. Friday, each, 75c. Main Floor, Centre.

## The Famous "Rite-Hite" Wardrobe Trunk

Means Comfort, Convenience and Economy. Featuring Models Priced From \$25.00 to \$65.50.

OH, THE WORK, worry and waste of time for the traveller who must pack and unpack her belongings at every stopping place! And the creasing and the crushing of the clothes for which this way of doing things is responsible! Investment in a wardrobe trunk means a perfect luxury of comfort and convenience. One's dresses, suits and blouses and skirts are suspended from hangers, just as they would be in the cupboard at home. One's neckwear and lingerie are laid away softly in trays. One's hats repose in a spacious box-drawer. One's footwear is safely deposited in its special compartment. And everything is immediately accessible the moment the trunk is opened. It remains there in place until one requires it. One has trunk, wardrobe and bureau combined. The saving in expenditure for cleaning and pressing of clothes is also a notable consideration.

The well-known "Rite-Hite" stands for all that is reliable and excellent in wardrobe trunks. It is 40 inches high, with a padded, raised top as a special feature, which gives ready access to the clothes hangers. Prices are as follows for the different models available:

Rite-Hite with wardrobe capacity of 12 to 20 dresses and four accessory trays, constructed of three-ply basswood, covered with canvas and leatherette, with heavy fibre bindings and colored linings, all hardware securely riveted on. Prices, \$25.00 to \$65.50.

Rite-Hite with similar construction and similar wardrobe capacity, but with five accessory drawers. Price, \$31.50.

Rite-Hite with similar capacity and similar construction as above, but with Irish linen lining and a patent interchangeable hat and drawer section. Price, \$43.00. Basement.

## Immense Values in Neckwear, Regularly 75c, for 43c

A Really Splendid Bargain, For They Are All Fashionable Collars, and Dainty As Can Be



DO YOU WANT a special collar for a pet blouse or dress—a big sailor, perhaps a cape collar, a large flat flannel collar or a dainty net jabot and stock? Then here is your chance, for all these and many more are represented in this collection, and each one is well made and well finished.

There are numerous Georgette collars, round, square and pointed, some edged or inserted with the new fine Venetian or guipure laces, some trimmed with Valenciennes, and many of them hemstitched.

Also to be noted are large tucked ninon collars and some immensely effective ones in flannel, with small over-collar of gay printed metal tex. The jabots are marvels of daintiness that would appeal to any woman who is addicted to that style of neckwear, and are obtainable both in cream and blonde laces. Regularly 75c. Friday, 43c. Main Floor, Centre.

## Fox Furs Are Increasingly the Vogue

And in the Fur Department You'll Find Them Well Represented—Pointed Fox, Taupe Fox, Crossed Fox, Black Fox, White Fox, Red Fox, and Every Sort and Kind of Fox.

THE GLOSSY soft silkiness of fox is so becoming that it is one of the perennial favorites of fashion, and now that the modes are well established, behold it blossoming out into more hues than the fox ever knew.

Take, for instance, a charming set of taupe-dyed fox with lovely soft fur. This shows one of the quaint new flat animal scarfs in rather unusual effects, two of the paws brought over as tabs and crossed in front beneath a crochet button, and one end being finished with a head, the other with a tail. Price, \$37.50.

The Muff that accompanies it is in ball shape, with taupe crepe de Chine wrist frills, to match the lining. Price, \$50.00.

In pointed fox, a clever imitation of silver fox, is a very handsome set, the neck-piece in the modish broad whole animal effect, one end finished with head, the other with tail and paws, having at the neck an odd little pointed collar of taupe chiffon velvet, and fastening with long crepe de Chine ties, that end in velvet tassels. The ball muff is trimmed with head, tail and paws, and has chiffon velvet wrist frills. The price of the set is \$155.00.

Crossed fox, which, with its tinge of red and soft black markings, is so becoming to both fair and dark complexions, is represented by a magnificent set, the whole animal stole ending in a thick bushy tail at one end, a head and paws at the other. The modish ball muff is also adorned with a remarkably bushy tail appearing at one side, a head and paws at the other, is provided with a "shell" wrist ring, and is lined with crepe de Chine. Price, \$225.00.

In black fox, the becoming qualities of which are too well known to need emphasis, there is splendid choice, an additional attraction being the very moderate price. There is, for instance, an animal stole with tail and paws at the back, head one end, and tail the other, that is exceedingly good value at \$25.00.

Of muffs to match there is splendid variety, the price depending on the quality of the skins. Ball muffs, most of them finished with cords and tassels, are obtainable at \$22.50, \$37.50, and \$42.50. Pillow muffs, trimmed with heads and tails, at \$37.50 and \$41.00. Third Floor, Yonge St.

THE T. EATON CO. LIMITED

## Tremendously Good Value--Imported Suits for Women Reduced to \$32.50

Modish In Every Line, Made of Splendid Materials, And Many of Them Less Than Half Price

THEY ARE SMARTNESS itself, and so varied that they offer splendid choice, for included is practically every imported suit that remains in the department.

The materials are velvets, broadcloths, velours, gabardines, poplins, serges, etc., all of splendid quality; the coats are beautifully lined, and many of them are fur-trimmed. But it is in their exquisite cut that their main attraction lies, for they show charming lines, with every detail of the mode rendered in such becoming manner as can only be found in examples of the very cleverest tailoring.

The redingote is exploited in several smart designs—some long, some rather short, with the most distinctive additions in pockets, panels, etc. The Russian blouse is also to be met with in great variety, with high or low collars, some of them more than shoulder wide, and some of cape-like dimensions.

Those chic little coats that flare out below the hips—the type of which the Parisienne is so fond—are also featured, and even these show the all-prevailing pockets.

Soutache and military braids, silk stitching, embroidery, are all most effectively utilized as trimmings.

The colors are chiefly browns, navy blue and black. Nearly all are exclusive models. Regularly \$35.00, \$40.00, \$42.50, \$65.00, \$75.00 and \$87.50. Friday, \$32.50. Third Floor, James St.

## Such Smart Frocks for Little Miss School Girl, All at Half Price

Some Suitable for School Wear, Some for Best.

THERE are several pretty styles, some combined with fine serge and plaid or plain silk, being prettily fashioned in high waist effect, with full gathered skirt and plaid silk sleeves. Large collar has two rows of colored stitching. Other dresses have pleated, serge skirts, strap over white pique blouse and silk girdle. Some entirely of serge, have red or blue buttonhole silk stitching around collar, cuffs and down front. Colors are navy, brown and garnet. Sizes 6 to 14 years. Reg. \$5.00, \$5.50, \$6.00, \$7.50, \$10.00 and \$11.00. Friday, half price, \$2.50 to \$5.50. For this item we cannot take phone orders, the quantity being limited.

## Also Imported Coats for Girls Very Much Reduced in Price

Girls' imported coats, the balance of some of our models, including fine broadcloth, navy blue, brown and green, made with high waist. Some have straps from yoke to belt at the back, and a fanciful cut panel in front, which meets the pleat at the back, smart pockets and large cape collar trimmed with fur. Various other styles. Broken sizes, 6, 7, 9, 10, 12 years. Reg. \$13.00 to \$26.00. Friday, \$10.00. Third Floor, Yonge St.



## A Splendid Opportunity for Those Who Have Small Girls to Clothe

A Half-Price Clearance of Girls' White Wear.

INCLUDED are Nightgowns, Skirts, Drawers and Princess Slips, all being made either of fine cotton or nainsook, some trimmed with lace, others with embroidery; also a few French hand-embroidered garments. Sizes 6 to 16 years in the lot, but not all sizes in every style.

Gowns. Reg. 55c to \$2.50. Friday, half price, 28c to \$1.25.

Drawers. Reg. 35c to \$1.00. Friday, half price, 18c to 50c.

Underskirts. Reg. 39c to 95c. Friday, half price, 20c to 48c.

Princess Slips. Reg. \$1.25 to \$3.25. Friday, half price, 62c to \$1.62.

For these we cannot fill phone or mail orders, the quantity being limited.

## Corsets of Many Kinds at Half Price

They are made of fine quality coutil and brocaded materials, being a clearance of odd lines and sizes from stock, including styles with low, medium or high bust and medium or long hips. Some are white, others pink. Not all sizes in all styles, but sizes 20 to 30 in the collection. Reg. \$4.00 to \$6.00. Friday, half price, \$2.00 to \$3.00.

For this item we cannot take phone or mail orders, the quantity being limited.

## Blouses at Greatly Reduced Prices

Odds and ends, also some slightly soiled waists of fine imported velours. One style has sailor collar and jabot of the tucks and embroidery, finished with an edge of fine narrow lace. Long sleeves finished with cuffs outlined with hemstitching. Another style has flat lace and insertion inset in jabot and square collar, the cuffs trimmed with tucks, lace and small buttons. Also a simple style is trimmed with tucks and narrow beading, and has large collar with deep hemstitched hem, the long sleeves trimmed with cross row of fine tucking. Other styles and all sizes in the lot. Reg. \$2.95, \$3.95. Friday, \$1.98.

Women's and Misses' Middies, in cream corduroy velvet, in a belted style, with large sailor collar, long sleeves and two gathered pockets. All sizes. Also a few soiled Middies in the Admiral and Paul Jones brands, made of galatea. Some have colored collars, some long, some short sleeves. Reg. \$1.50 to \$3.95. Friday, half price, 75c to \$1.98.

Silk Waists, in plain tailored, semi-tailored and more elaborate styles, some slightly soiled, trimmed with hemstitching, tucking or having jabot front, with low or convertible collars, long sleeves. Many colors and sizes. Some less than half price. Friday, 98c. Third Floor, Yonge St.

## More of the Friday Bargains

### Floor Coverings

Wilton Rugs, with Oriental or conventional patterns, in tan, green, terra cotta and brown. Sizes, 11' 3" by 12' and 11' 3" by 13' 6". Reg. \$47.50 and \$55.00. Friday, each, \$34.50.

Tapestry Rugs, with Oriental or floral patterns and colors, for dining-rooms, living-rooms or bedrooms. Size 9' by 10' 6", reg. \$12.75. Friday, each, \$9.25; size 9' by 12', reg. \$14.50. Friday, each, \$10.75.

Slightly soiled reversible Rag Rugs, in blue, green, grey and tan, with chintz or band borders. Sizes, 6' by 9' and 7' 6" by 9'. Reg. \$9.75 to \$10.50. Friday, each, \$6.50.

Japanese Reversible Jute Rugs, with plain centres and stencilled borders, in brown, blue or green. Size, 8' by 6'. Friday, each, \$1.75.

Japanese Reversible Matting, in blue, green, red and natural. 36 inches wide. Reg. 25c and 30c. Friday, yard, 17c.

Broken lines and part rolls of heavy Linoleum and "Pro-Lino," with floral, tile or block patterns, in cream, green, blue and rose. 2 yards wide. Reg. 64c and 75c. Friday, square yard, 47c. Fourth Floor.

### Draperies

Balances of several lines of new Chintzes with large or small floral and conventional patterns. 36 inches wide. Reg. 30c and 35c. Friday, yard, 23c.

Embroidered Table Runners, with conventional patterns on green, red or blue velours. Size 20 by 60 inches. Reg. \$5.00 to \$9.50. Friday, each, \$3.95.

Curtain Strips, with plain or colored borders; voile or marquisette weave, in white, ivory or ecru. 36 inches wide. Reg. 30c and 35c. Friday, yard, 24c.

Hand-made Lamp Shades, with strong frame of wire covered with silks or chintz, and have edging and galleon. Reg. \$7.95. Friday, each, \$4.95.

Nottingham Lace Curtains, with fish-net grounds, in white, ivory or ecru. 50 and 52 inches wide, 2 1/2 and 3 yards long; floral, medallion, all-over and plain styles. Reg. \$2.00 to \$3.00. Friday, pair, \$1.65.

Tapestry Couch Covers, with Oriental or conventional patterns, on red or green grounds, 60 inches wide, 2 1/2 yards long. Reg. \$2.50. Friday, each, \$2.65. Fourth Floor.

### Linens, Cottons, Etc.

Irish Linen Table Napkins. Reg. \$3.95, Friday, Dozen, \$2.05.

Several patterns in these perfectly bleached Napkins of Irish linen damask. Size, 24 by 24 inches. Reg. \$3.65. Friday, dozen, \$2.95.

Table Damask of Irish unbleached cotton with floral patterns. 70 inches wide. Reg. 62c. Friday, yard, 53c.

Hemmed Union Huckaback Towels from Scotland. Size, 18 by 28 inches. Reg. 45c. Friday, pair, 37c.

Bordered Crash Roller Towelling, 17 inches wide. Reg. 12 1/2c. Friday, yard, 10c.

Extra Heavy Factory Cotton, 36 inches wide. Reg. 12 1/2c. Friday, yard, 10c.

Canadian White Saxony Flannel, with a soft finish. 34 inches wide. Reg. 15c. Friday, yard, 11c.

English Cream Wool Flannel, medium weight, 30 inches wide. Reg. 60c. Friday, yard, 39c.

Canadian White Wool Blankets, pink or blue borders, finished separately; weight 8 lbs. Size, 68 by 88 inches. Reg. \$10.00. Friday, pair, \$8.50.

Plush Robes for the motor, in plain brown, green or navy blue. Size, 54 by 72 inches. Reg. \$3.55. Friday, each, \$1.98.

Plain Bleached Sheet, 70 inches wide. Reg. 37c. Friday, yard, 32c.

White Dimity Bedspreads, with border patterns and hemmed ends. Size, 80 by 90 inches. Reg. \$2.15. Friday, each, \$1.75.

Second Floor, James St.

### Furniture

Folding Tables, Tea Tables and Den Tables, an assorted lot of sizes and designs, in fumed, golden and mission finishes; round and oblong tops. Reg. \$6.50, \$7.50 and \$9.50. Friday, \$5.00.

Jardiniere Stands, mission designs, assorted, made in fumed oak, round and square tops, some with under shelf. Reg. \$1.90 to \$2.25. Friday, \$1.50.

Combination Bookcase and Writing Desk, golden and mahogany finishes, two leaded glass doors, drop leaf writing bed, fitted interior, long drawer and shelf, wood knobs. Reg. \$24.00. Friday, \$17.90.

Arm Rocking Chairs, mahogany finish, large size, with high back, with all-over upholstered spring seat covered in brown panatote leather. Reg. \$7.50. Friday, \$5.50.

Dining-room Chairs, "Sheraton" and "Colonial" designs, in mahogany, upholstered with large slip seats covered in leather. Five side chairs and one arm chair. Reg. \$52.00 to \$59.00. Friday, \$33.90.

Furniture Building, James and Albert Sts.