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EATON'S DAILY STORE NEWS

Here is a Page for the Children

First of All, Some of the Joys of Toyland

One of the Special Attractions—the Hug Enormous Noah's Ark, Sketched Below, and Just Crammed to the Cunning Little Window in the Roof With All Sorts of Animals.



CAN YOU IMAGINE its size from this little picture? It's almost as big as a house. And oh! you should see the wonderful collection of animals! There are rows and rows of them that you may glimpse through the windows—tigers treading on the toes of ducks, elephants walking over pigs and horses; big snakes coiled up amongst the monkeys, and so many hosts of others that you wonder how Noah could have possibly managed them all. To describe a few:

First of all, the Teddy bears which everybody loves. These are obtainable with nice, silky-looking coats, and faces which have a very knowing expression, ranging from sizes suitable for quite small babies, at 75c, to quite big fellows at \$2.75.

Then there are the loveliest soft cats of white felt with brown ears and blue or red collars. Prices, 35c and 60c.

Nice, big, solemn-looking elephants covered in grey flannel, with red or green velvet howdah cloths on their backs, can be seen in quite a small size at 15c, and in larger sizes at \$2.00, while a big, ferocious-looking elephant, with white "tusks," is \$3.25, and another on wheels is \$2.75.

Horses with tossing manes and waving tails—white or grey ones on wheels, with red saddlecloths and black trappings can be obtained at 25c, 50c, 85c and \$1.50, and a wooden one that moves its head as it goes along is \$2.25.

Lions on wheels are 60c, and wooden tigers on rockers like those you may see on the right of the ark are 15c and 25c each.

Then you may see all your old friends out of books—"Peter Rabbit," with quite a worried expression, but very smart in his checked waistcoat and red coat, being \$1.75, and Myn, the bunny, dressed in pink, at \$1.00.

The Quacky Daddles family are there with their long, slender necks and jointed legs. Quacky Daddles, at 65c each; Grandma Quacky Daddles, at \$1.75.

Very interesting, too, is the Goose Girl, with her uoek of geese, and the cowherd, with his cows, all of wood, each set being 75c.

Santa Claus in Toyland, 9 to 11 a.m., and 2 to 4 p.m. Come and See Him

And These Bargains in Toys for Friday.

- Dolls' Wicker Cradles, on rockers. Reg. 60c. Friday, 39c.
 - "Jitney" Doll, in cart with four wheels. Reg. 45c. Friday, 39c.
 - Shooting Gallery Game, for boys or girls. Reg. 25c. Friday, 18c.
 - Questions and Answers game. Reg. 25c. Friday, 18c.
 - 4 Dolls' Chairs and Table, of bamboo. Reg. 50c. Friday, 39c.
- Toyland, Main Floor, Furniture Building.



"Do or Die"

THIS is the soldier's motto as he looks at his responsibility regarding the war.

Why should we set a lower standard for ourselves?

Our country calls to us at home—to Women and to Men who Cannot Bear Arms, to lend our money for the fight against the Hun. Can we refuse, and still call ourselves patriotic?

Let us "do or die" in this matter of Canada's great fourth War Loan.

And Put the Last Penny We Can Spare Into

Victory Bonds

T. EATON CO. LIMITED

THE STORE'S CONVENIENCES. The Waiting and Rest Room, Third Floor. The Information Bureau and Postoffice, Main Floor. The Free Parceling and Checking Room, in the Basement.

F. Quaintly demure, she waits into the picture in her smart little frock, which, though it be of blue serge, is so unusual in design that it's very captivating. The two little pockets on the panelled bodice are bound and lined with red flannel, matching the French knots that are embroidered round the collar. Obtainable also in royal blue, green and dark red. Sizes 8 to 10 years. Price, \$6.00.



G. A really truly practical dress! Then here it is. And although it's so practical it has a great many features that will endear it to the schoolgirl's heart. To begin with, the quaintly-shaped yoke, beneath which two box pleats disappear, to be held—apparently—by buttons. Then there is the smart black patent belt, with its pouch, and the yellow and white braid trimming and yellow tie. The material is a fine men's wear serge in navy blue. Sizes 8 to 14 years. Price, \$13.00.



H. The popular navy blue serge, too, fashions this little frock, with its pleated skirt, attached to a pique top, over which is worn a quaint little coat. Its corners, like the corners of the loose sack, are embroidered with green and blue. The wide collar, which, by the way, is part of the pique blouse, is edged with purple lace. Sizes 8 to 14. Price, \$8.95.



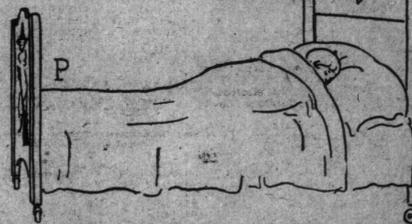
J. A winsome little frock, and as pretty in coloring as it is in style! For it's made of a soft material, almost a pale buff, cotton, also in blue and green, the pipings and smocking being carried out in old blue, and the little, wee buttons that trim it being of cut pearl. The back is something like the front, with a panel-like yoke, to which the skirt is smocked. And quaintest touch of all are the pretty pockets, with their blue edging. Sizes 6, 8 and 10 years. Price \$8.50.



N. Can you imagine a little girl who wouldn't love a bedroom suite of her very own—a suite in miniature, in grey or ivory enamel, with painted Mother Goose and squirrel decorations? The bureau sketched is just a part of it, and measures 4' 6" to the very top of the mirror. It is well constructed, with drawers that can easily be pulled out by small people, and the price is \$16.50. Other pieces in the same suite are a toilet table, with wing mirror and one drawer, \$10.00; a chiffonier, \$13.50; arm chairs with elastic backs and seats, also ornamented with geese and squirrels, price \$5.50; a lovely chest with a top that lifts up and can be used either for toys or clothes, price \$5.75, and the bed described below.



P. Just think what dreams any small person could have in a bed like this, the head showing Mother Goose flying on her own particular goose straight off to Fairyland, where the nicest dreams are made, and the foot showing Mother Goose with her broom and the most mysterious expression when she has come back. And fathers and mothers will like to know that this same bed is very substantial. Obtainable in ivory enamel, with blue or brown decoration, and in grey, with red. Price, \$9.50.



K. Surely she can safely defy the wintry blast, the girl who wears this sturdy coat. It is made of a heavy Oxford grey coating, with a chinacilla finish, is lined throughout, and the collar can be wrapped close about the throat, as in the sketch, or worn low. The double belt goes all round and buttons at the sides. Sizes 6, 10, 12 and 14. Price, \$8.95.



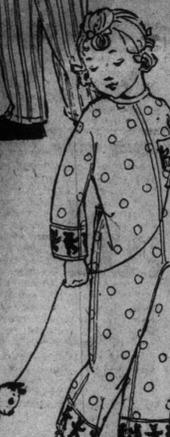
A. Warm winter underwear, of course, little Miss Schoolgirl must have, and what would you think of this white flannel petticoat to begin with? The skirt is full, is slightly gathered on to the top, the frill being edged with lace, and the top is of soft white cotton. Sizes 6 to 12 years. Price, 55c.



B. "How could any little girl feel the cold in such nice, warm combs?" the demure maiden on the left seems to ask. They are made of a mixture of wool and cotton, are soft and finely knitted, and the mixture of cotton will not only do much to prevent their shrinking, but it prevents that "tickly" feeling which is often such an affliction in winter combinations. They have a flap at the back, and fit closely from ankle to wrist. Sizes 6, 10, 12 to 14. Price, \$1.95.



C. Very sleepy! But then it's worth while being sleepy when you have such nice pyjamas as these to go to bed with. And they are wonderfully cosy—made of heavy flannel, with a soft, woolly finish, and they're striped in mauve, blue or pink, with frogs of silk braid to match. The trousers fasten at the left side with a cord of the material. Sizes 6 to 12 years. Price, \$2.25.



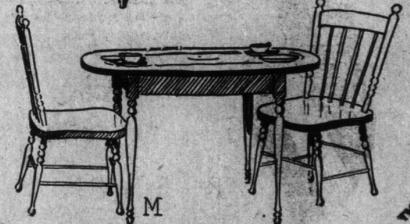
D. Why does the pussy cat sit taking with her seems filled with joy at the antics of the funny Teddy Bears that disport themselves round the legs and sleeves and on her pocket, and of course any little girl would be delighted to possess such amusing sleepers. And her mother will be interested to hear that they're made of heavy, fuzzy flannel—pink or blue, with white spots and brown bears. They fasten up the back and have 3 or 4 seats. Sizes 6 to 12 years. Price, \$1.50.



L. A most inviting little chair, isn't it? As nice as the Baby Bears that Goldilocks found so comfortable, for it's just the right height for people who haven't very long legs. It is made of brown rattan, with a pretty woven back, and is priced at \$3.00. The rocker to match is \$3.25. Others of the same family can be obtained with high back and roll edges—just miniatures of a grown-up rattan chair, at \$3.00, and rockers at \$3.25.



M. If you didn't know it before, allow us to introduce you to a kindergarten set—a table and 2 chairs in miniature, which any small person would find a delightful possession. They are just the right height for playing games, for busy small people who sew, and are even big enough for nursery tea. They can be obtained in a bright red—the most popular among boys and girls—also in brown finish, with a little—a very little—decoration in gold. Price of the three pieces, \$2.00.



E. Such a nice, cozy nightie to pop between the sheets with. And it has such a pretty tucked and embroidered yoke and sleeve. Frills that it is no wonder the girl of the picture admires it. Fashioned of soft, white flannel, and cut with quite a wide skirt, it should wash and wear splendidly. In sizes 6 to 10, price 80c. In sizes 10 to 16, price \$1.00.

SEVERAL FAULTS

Main Front, standing

and of the line, behind fans have made the worn down after the ones estimated at the divisions. But in on between the Flave Rivers, his attacks being steadily sus in this portion of conditions continue

visions which General as abandoned are on the upper front now runs north along this line, where meet the plans and s, that the greatest made, near Monte Monte Tomba. This is very vital to the song the Flave, as a north would bring the seat of the Flave line, has raised all these or this reason, an- anxiously directed to, not only as regards sent there but in con- s effect on the Flave

Turin, commander-in- illian cavalry, has is highly commending by the cavalry in pro- at to the Flave, par- being made of the Generals Atroli and

is coloring red the leaders. Let the men Canada now arise and sent our men to sup- port that glorious ser- ving for the very life of for the freedom of the

ve heard Sir Wilfrid at if ever the empire Canada would estab- and her last dollar in aid country. That indeed and all Canada ap- us follow it now, as are these men and del- they are at the present like boys at mar- and office in this world's set of a Laurier can- successful, bring dissa- tion to our army and a blot upon Canadian could bring blushes to our children yet unborn. Laurier and a defec- tion government, in ded some of the clean- Canadian Liberals would to the whole world, and Germany that Canada itself to be a peop- wardly. Canada will do as be on the watch and at such a condition of by your votes, beyond

rets more than myself id Laurier has seen he has chosen, and thousands of tried and who loved and followed to say, "Sir Wilfrid, no further can we go must follow the guid- nance, and think not at impartially, in the en- pur of need, and to help ty and freedom among the world. Therefore, the union government, Conservatives and Lib- prepared to wage war we aim, namely, to end our boys home to our forever, bring to pass the world and par- lasting and enduring spirit crushed and the forward in the acts of in my opinion it is your support. Mr. John Ar- election. signed) T. C. Robinson.

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