

# EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street  
doors are order boxes where orders or  
instructions may be placed. These  
boxes are emptied at 8.30, 9, 10 a.m.  
and 1, 4 and 4.40 p.m.

SAVE TIME—SHOP WITH A  
TRANSFER CARD  
Ask for a Transfer Card when you make  
your first purchase; each purchase is  
then added. You pay total at Pay-in  
Station, Basement.

## "The Coming,"

The Remarkable  
Novel By J. C.  
Snaith, Reviewed  
For Us By  
Katherine Hale

THIS book is by all means  
the most remarkable  
novel of the season so far.  
Its chief elements are simpli-  
city, power and revelation.

The scene is a present-day  
English village. The outstand-  
ing characters are a Pharisaical  
vicar; an American scientist  
who has discovered a "law" re-  
lating to radio-activity the de-  
structive force of which is im-  
measurable; a famous theatri-  
cal manager who believes that  
the stage will become the pul-  
pit of the reconstructed world;  
and an English country gentle-  
man who has fought through  
the horrors of Gallipoli.

These people and many  
others come under the influence  
of one John Smith, in the eyes  
of the village a harmless  
dreamer, who believes that  
"nothing is but thinking makes  
it so." By his clairvoyant power  
and direct correspondence with  
the divine life and thought, he  
seems to prophesy and in him-  
self to embody the coming of  
the radiant spirit of Christ. So  
simple is his faith that he is  
accused of blasphemy and com-  
mitted to an asylum for the in-  
sane. There he writes a mar-  
vellous play, which by its power  
of suggestion "helps to heal the  
wounds of the world."

John Smith is one of the new  
men who have come to dwell  
upon this earth. They come  
with the light of the past and  
the future in their eyes, and  
they show us that nothing can  
withstand the destructive force  
of materialism save spiritual  
light which is inexhaustible.  
(For Sale in the Book Depart-  
ment—\$1.35.)

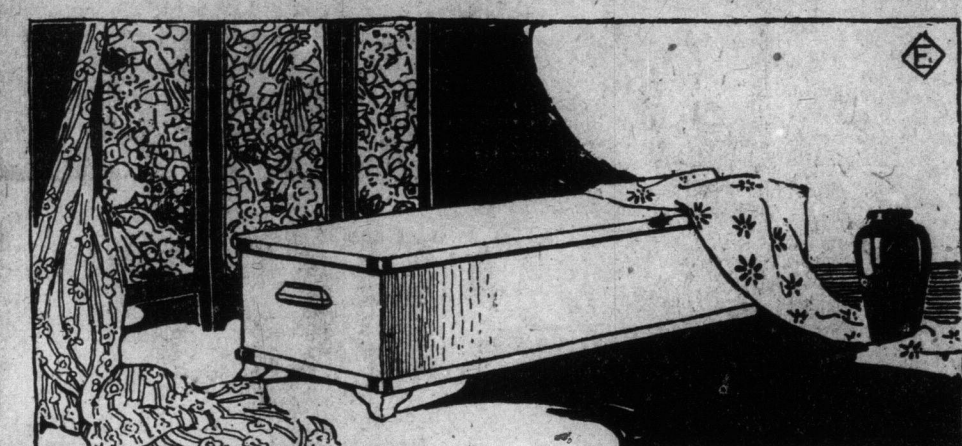
## Katherine Hale

## Demonstration of Japanese Water Colors at Camera Section

Showing How Simple It is  
to Color Your Own  
Snapshots

ON Thursday, Friday and  
Saturday there will be a  
specially interesting demon-  
stration of Japanese Water  
Colors, showing how quickly  
and easily you can color your  
own snapshots. By a unique  
process you can bring out the  
natural colors of landscapes.  
Green trees, blue skies, etc.,  
can be perfectly portrayed  
by this remarkable process.  
See how simply it is done.  
Bring in a good snapshot on  
any of these days and let the  
demonstrator color it for you free  
of charge.

—Camera Section, Main Floor,  
James St.



## Some of the Specials in the New Fish Dept.

With a Recipe for Cooking  
Haddock

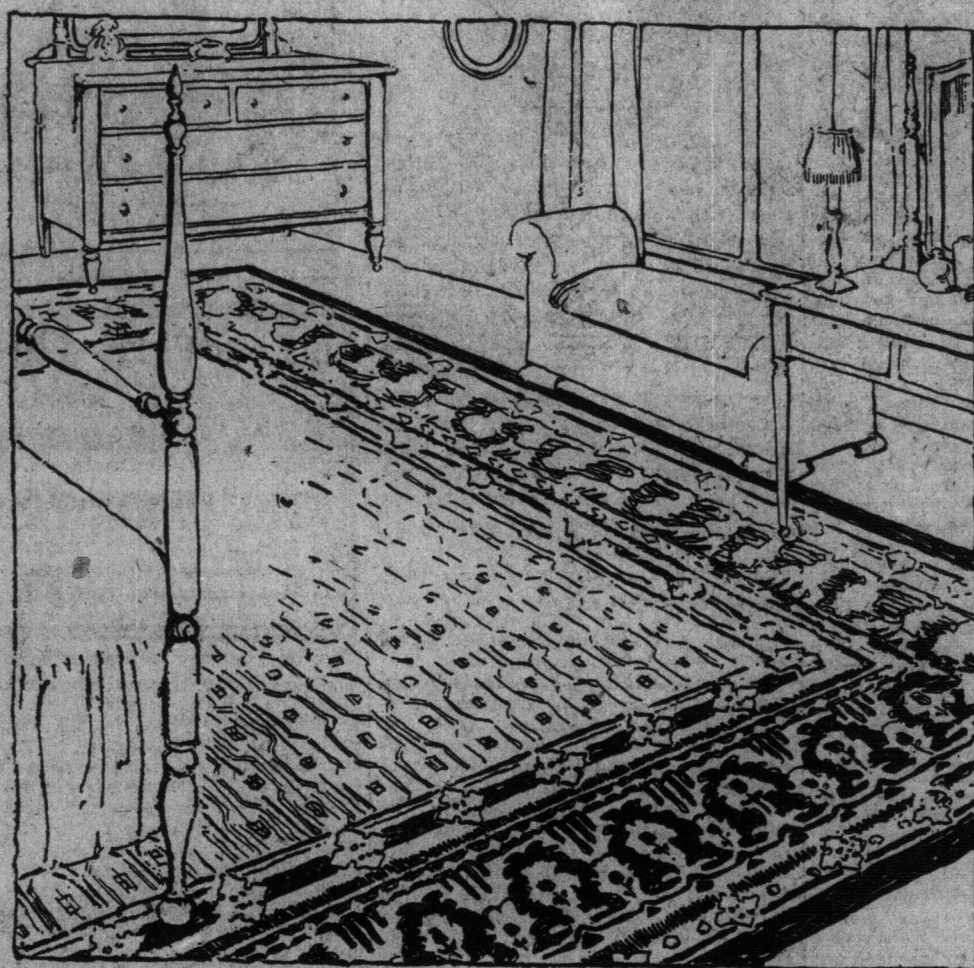
Two ounces salt into gallon  
water, and when it is dis-  
solved, put in the fish. Bring  
the water quickly to a boil,  
remove the scum, then sim-  
mer gently (about half hour)  
until the flesh leaves the  
bones easily; take it up as  
soon as it is sufficiently cook-  
ed, or it will be hard and  
tasteless. Garnish with pars-  
ley, and serve with melted  
butter.

Fresh Headless Haddock,  
dressed, lb., 12c.  
Fresh Cod, headless and  
dressed, lb., 12c.  
Fresh Halibut, sliced, lb.,  
20c.  
Smoked Finnan Haddock, lb.,  
16c.  
Kipper Herring, 4 for 25c.  
Flounders, fresh from Bos-  
ton, lb., 15c.

—Fifth Floor.

## All This Week--Sweeping Price Reductions on Rugs

Floor Coverings For Any Room in Your House—Wiltons, Axminsters, Brussels and Tapestries, Offered in a Great Special  
Selling at Figures Actually Less Than the Mill Prices To-day—Also Oriental Rugs Representing Values Extraordinary.



NEW RUGS FOR OLD!—out rings the cheerful cry from  
this week's great selling to everyone who has a room with a  
worn or faded carpet. For the offering is one of sweeping  
price reductions, affording rare opportunities for you to save  
many dollars on the purchase of floor coverings.

Wilton, Axminster, Brussels, Tapestry and Oriental Rugs,  
that represented unusual values in the regular way (most of them  
procured before the rise in carpet prices), have been greatly re-  
duced for this big clearance. Each day during the week's selling  
are featured particular lines. For Thursday, attention will be  
focused on the following:

### Wilton Rugs For Sitting-rooms and Bedrooms.

This is a very attractive group—Wilton squares of excellent quality in  
small conventional patterns and adaptations of Oriental designs. For sitting-  
rooms and dining-rooms are two-tone and self-tone browns, greens, tans and  
various combinations thereof, and for bedrooms daintier color effects of rose,  
brown and green, also of ivory, deep blue and green, etc., etc. Size 9 ft. by 10  
ft. 6 in.—reduced to \$36.50. Size 9 ft. by 12 ft.—reduced to \$42.50.

Small Wiltons—for halls, dens and bedrooms, in conventional and Oriental  
patterns in two-tone and three-tone effects of blue, green, brown, tan, also rose  
and French blue. Size 4 ft. 6 in. by 6 ft.—reduced to \$10.50. And size 4 ft. 6  
in. by 7 ft. 6 in.—reduced to \$13.50.

### Magnificent Kermanshahs in Room Sizes.

FOR DRAWING-ROOMS and handsomely-furnished bedrooms, these are  
superb provision—beautiful specimens of the celebrated Persian carpet, in  
characteristic medallion designs, in tones of rose, ivory, green and blue.  
Sizes are: 8 ft. 9 in. by 12 ft. 4 in.—reduced to \$375.00. 7 ft. 10 in. by 10 ft. 3 in.  
—reduced to \$200.00. 8 ft. by 11 ft. 4 in.—reduced to \$350.00. 9 ft. 7 in. by 11  
ft. 9 in.—reduced to \$400.00. 9 ft. 8 in. by 13 ft.—reduced to \$450.00.

—Fourth Floor, James St.

## Cedar Chests for Furs, Linens, or Woollens

The Utility Box in Its Ideal Form—  
Smelling Sweet of Cedar Wood,  
And Designed so Happily as to Take  
Its Place Amid Furnishings of Any  
Type—In Styles Suitable For  
Bedroom, Hall or Dining-room.

THOUGH YOUR HOUSE  
BOASTS wardrobes and bu-  
reaux galore, do you not yet  
feel the need of some other receptacle  
—of some suitable abiding place for  
your furs, or your table linen, or all  
the woolly scarfs, leggings and caps  
your children toss off when they  
come indoors in winter?

It is to meet this need we present to your  
notice the superb array of white and red  
cedar boxes. Up in the Drapery Depart-  
ment they are set forth for your choosing in  
a splendid assortment of shapes and sizes—  
in designs worthy of taking their place in any  
room in the house. Here are some of them:

Utility boxes of British Columbia white  
cedar, covered with heavy straw matting—in  
four sizes, at \$3.95, \$4.95, \$5.95 and \$6.95;  
the last two priced, with trays, at \$6.70 and  
\$7.70.

## Diamond Rings of Artistic Type

That Are a Joy to the Beauty-loving Eye Because  
of Their Exquisite and Unique Designs—Mar-  
quise, Hoop and Many Other Picturesque Effects.



THERE IS SUCH INFINITE DIFFERENCE  
in diamond rings. One ring may be wholly  
uninteresting. Another, of no greater value,  
may fascinate you with its beauty. It is a matter of  
setting. The allurements—the style, the individual-  
ity of the ring—these all depend upon the treatment  
of the jewels.

And it is rings of this exclusive, artistic type  
which you will find in the Jewelry Department at  
the present moment—a collection of designs exquis-  
itely wrought in platinum, and set with diamonds of  
first quality.

Included are marquise and other forms of "dinner" ring,  
also hoop, square and solitaire styles. Some are set into a lace-  
like filigree of the platinum, others are in more solid, mosaic  
effects.

For the fiancé in quest of an engagement ring, or the  
friend or relation in quest of a wedding gift, the collection is  
treasure-trove. The diamonds have been selected by our own  
experts. The settings in workmanship and artistic design are  
worthy of Paris itself.

Prices begin at \$60.00, and proceed to \$75.00, \$95.00,  
\$100.00, \$115.00, \$485.00, \$625.00 up to \$1,135.00.

—Main Floor.

Formal Display of  
Fur and Fur-Trimmed Hats  
Continues on Thursday  
Presenting the Latest Millinery Mode of  
Paris and New York.

THE T. EATON CO. LIMITED

## The Globe-Wernicke Case Takes Care of Your Books

IN THE MATTER OF APPEARANCE it  
adapts itself to almost any scheme of fur-  
nishing, being obtainable in mahogany,  
fumed, Early English and golden oak finishes.

In size it accommodates itself to almost  
any space your room affords, being construct-  
ed in sectional style.

In service it meets the exact needs of the  
books you possess, the sections being featured  
in different heights for volumes of various di-  
mensions. Moreover, the sections may be pro-  
cured one by one as they are required to add  
to the original unit or to form new units.

In the matter of care it demands less atten-  
tion than most types of bookshelves, the glass  
doors being dustproof and affording complete  
protection for the books.

As for prices: Globe-Wernicke Elastic  
Bookcase, in golden or fumed finish, 34 inches  
wide, 48 inches high, with recessed glass doors,  
1 top, 3 units and 1 sanitary base. Complete,  
\$15.00.

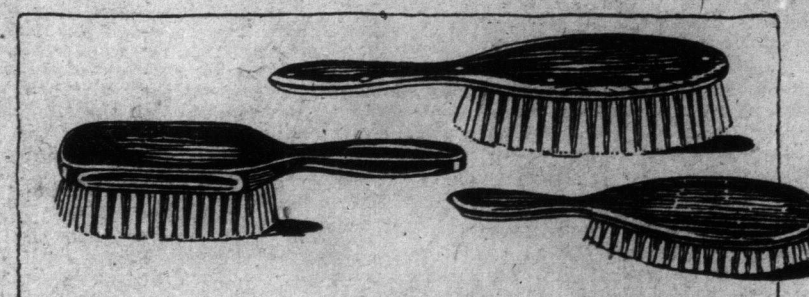
—Second Floor, Furniture Building,  
James and Albert Sts.

## Kent's Hair Brushes Are Scarce These Days

And Much to Be Appreciated, There-  
fore, This Offering of the Same at  
Prices Which Are No Higher Than  
When the Brushes Were Plentiful.

WHEN A BIG ATLANTIC  
LINER was sunk by an  
enemy torpedo a couple of  
months ago, there went down with it  
the largest consignment of Kent's  
hair brushes shipped from England  
to America since the outbreak of the  
war. The mermaids may be rejoic-  
ing over the catastrophe, but the fair  
humans for whom they were intend-  
ed are threatened thereby with a dis-  
tinct scarcity in these far-famed  
English brushes.

Of particular interest, then, is the fact  
that the Toilet Goods Section is able to offer



a goodly showing of these famous English-made hair brushes—with bristles  
of the same exceptional quality to which the brushes owe their world-wide  
reputation.

With polished natural wood backs, they may be had in the three sizes  
illustrated herewith, namely, with oblong back, at \$1.50, and with oval back,  
in two sizes, at \$3.00 and \$4.25 each.

Kent's clothes and hat brushes, in same finish as hair brushes, are also  
available—the two for \$5.00.

—Main Floor, James St.

Little Talk  
on Modes  
and Makers.

## "BUSTLES IN SUITS"

how odd in a street  
costume!" exclaimed  
the Conservative Person the  
other morning, regarding with  
critical eye one of the new coats  
which breaks out into a puff  
and a pleat below the waist at  
the back.

One might have reminded her  
that the original Bustle of the  
eighties appears in all manner  
of dress. Du Maurier's tall and  
lovely ladies have bustles in  
their riding habits and their  
skating costumes. Incidentally,  
it is this artist's inimitable  
sketches of English life of that  
period which have immortalized  
the mode—these and the cele-  
brated "Punch" cartoon, in  
which the Venus of Milo is  
made to put on the fashionable  
contraption.

For the present revival of the  
bustle all credit belongs to New  
York. It is a purely American  
innovation. And that it should  
be achieved with such charm  
and picturesque effect speaks  
highly for creative design on  
this continent, which is alleged  
to be capable only of copying.  
The bustle evening frock of  
1917-18 has all the real French  
essence of chic.

Quilting is one of the new  
ways that Paris has this season  
of ornamenting a gown or wrap.  
It appears on any number of  
models in satin, crepe, or other  
soft fabric—just the old-fash-  
ioned padding of the material  
and stitching it flat in diamond  
or zigzag style. You will see it  
in the dress and coat depart-  
ments here.

"Why called the 'Spencer'?"  
It may occur to you to wonder,  
one of these cool Autumn days,  
when the little short-waisted  
woolies is in popular requisition.  
Well, this is how the story of its  
origin runs: Towards the end  
of the eighteenth century it is  
claimed that one of the Earls  
of Spencer fell asleep in an arm  
chair before the fire, with the  
result that his long coat-tail was  
badly burnt. Cutting off the  
smoking edges, and not wishing  
to admit the occurrence, he in-  
structed his valet to remove the  
tails from all his coats. The  
innovation was much admired  
by his friends, and before long  
was widely imitated. Thus in  
due time any tailless coat re-  
ceived the title of "Spencer."

The Scribbles.

## The Overseas Depot

At the head of the Albert  
Street stairway, on the  
Second Floor, you will  
find a most interesting array  
of all sorts of nice things to  
eat, warm things to wear,  
and those small necessities  
and appliances so very wel-  
come in camp or trenches.

Give your order and the  
Overseas Depot will see that  
it is carefully packed and  
properly despatched.