

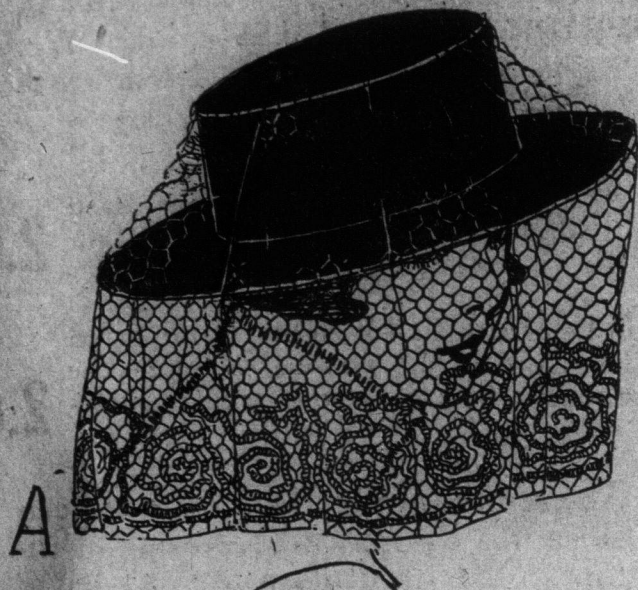
SAVE TIME—CALL MAIN 2501. If you are ordering goods from more than one department, call Main 2501, and a shopper will make your purchases for you.

# EATON'S DAILY STORE NEWS

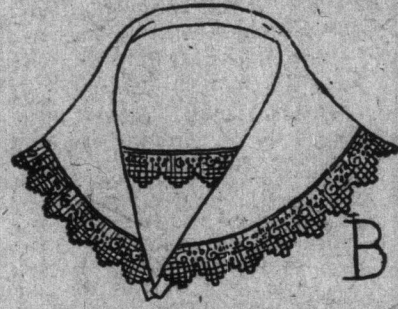
At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 8.20, 9, 10 a.m. and 1, 4 and 4.40 p.m.

## Only a Detail of Your Costume---But How Important!

Veil—Shoes—Furs—Blouse—Collar—and "Undies"—Truly the Style and Comfort of Your Toilette Depend Upon Them. Hence for Your Help in Making Selection, These Attractive Accessories Our Artist Has Sketched Below:



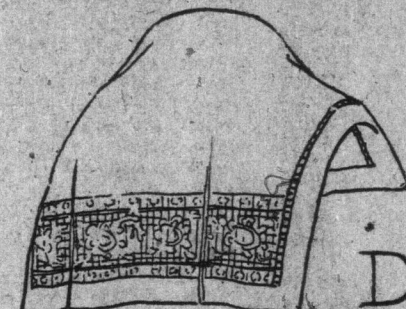
A. One of the fashionable "crest" veils, the wavy embroidery of which may be worn below, so that it borders the lower edge, or up above to ornament the brim of the hat. Here you see it in an octagon mesh, with tracery of heavy silk—price \$1.50 for the veil, 11-4 yards long. Other crest veils embroidered in gold and silver threads range in price from \$2.00 to \$3.00.



B. Ready to be tacked into your coat or frock and supply a nice, soft becomingness, this useful little collar owes its attraction to white Georgette crepe, edged with guipure lace. The price of it is \$1.50.



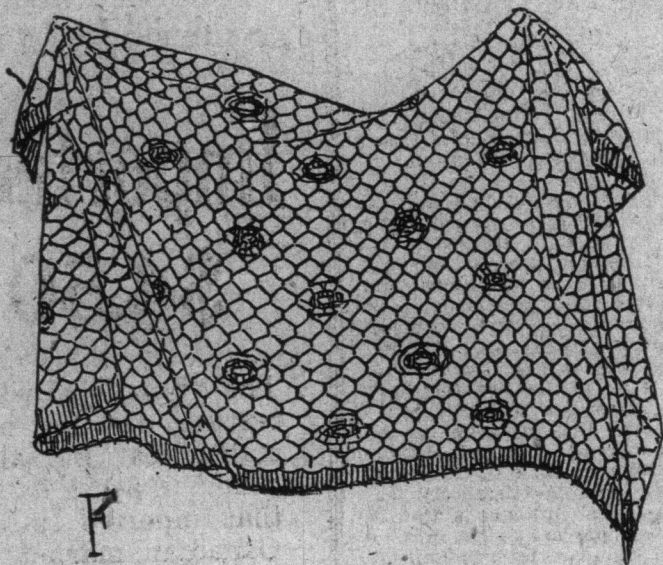
C. This is a neck-flaring after Fashion's own heart—high collar and flowing jabot. It is composed of fine white net, with tabs of fine guipure lace and bow of black silk ribbon. And with the slim, tailored suit of Autumn vogue, the jabot's very much the thing. Price, \$1.75.



D. White Georgette crepe and fillet lace are responsible for the dainty charm of this collar—together with the trim simplicity of its cut. It will adapt itself to the requirements of coat, dress or blouse, its price being \$1.00.



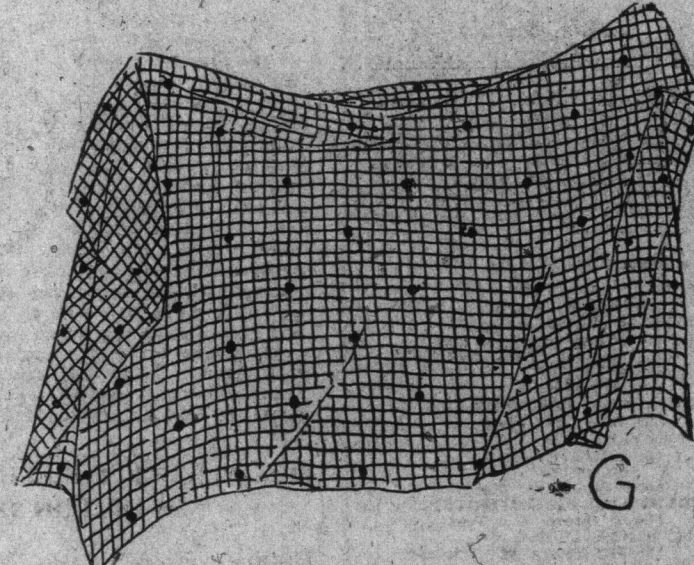
E. La Mode has gone back to her old love for the veil with chemise dots. It is one of her chief favorites this Autumn. And behold it swathing the little turban above—a beautifully fine octagon mesh, bordered with large and small dots of chemise. It is 11-4 yards long. Price, \$1.00.



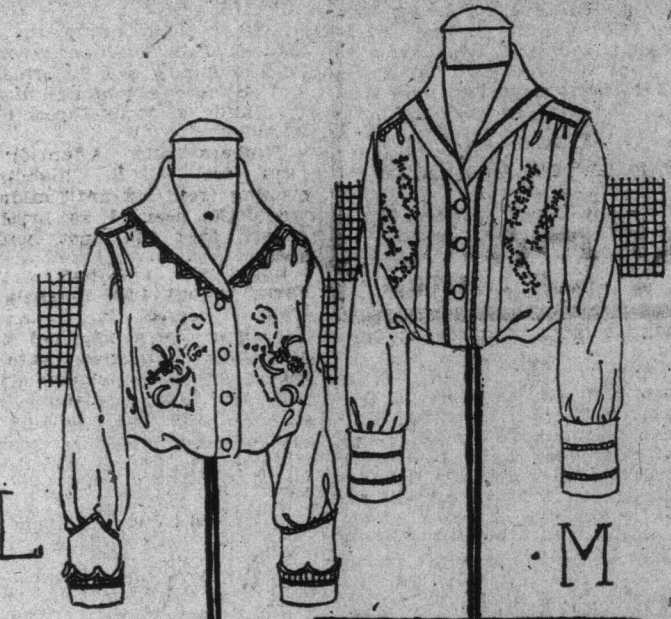
F. 'Tis one of the comforts of a woman's life, the Shetland veil, that does not crease, however you may crush it, that is beautifully soft in the wearing, and that will actually wash when it is soiled. This one shown above is firmly bordered all round, and may be worn either close to the face, draped about the hat or left flowing free. It is procurable in black, grey, taupe, blue, brown and white, also white with rose. Price 75 cents.



H. Grey of the fashionable dark tint they call "sand" is this smart boot at the left of the circle above. Simplicity is the keynote of its style, both camp and high laced top being strictly plain. It has a Goodyear extension sole and Louis heel. A wonderfully nice boot for general wear, it is priced at \$15.00.



G. Another smart example of chemise dots—these set down at regular intervals on a fine, wide-apart square mesh. This is velvety obtainable in any length you wish—to suit the demands of either close-to-the-face or loose-flowing wear. Price, 75 cents a yard. —Main Floor.



L. Georgette crepe goes on gaily as ever, favorite fabric of all for Missy's Fall blouse. It has been employed for the dainty model above, the embroidery of which has been done in beads and heavy silks, achieving thereby a sort of Dresden effect. Collar and cuffs are edged with guipure lace. It may be had in flesh pink, white, coral and moose shades. Price, \$7.50.

M. Here is a delightful blouse—in Copenhagen blue Georgette embroidered with rose silks and blue, white and yellow beads. Its cuffs and deep sailor collar are effectively hemstitched, and two broad tabs add substance to the fronts. The same model may be had, too, in purple, grey, flesh, moose and white. Price, \$7.50.



Harvey Brand Underwear—do you know how excellent it is! To begin with, it is made in Canada—very cleverly made, too, boasting the flat-lock seams, good fit and nicety of finish that characterizes imported undergarments at much higher prices. The combinations may be had in combed cotton (for those who cannot wear wool) also in a cotton and wool mixture, offering a length, Dutch neck with elbow sleeves, and high neck with long sleeves and ankle length. Sizes 34 to 38 in combed cotton, \$1.55; and in cotton and wool, \$2.25. Sizes 40 to 44 in combed cotton, \$1.85; and in cotton and wool, \$2.50.

Vests may be had with low neck, short or no sleeves, Dutch neck with elbow sleeves, and high neck with long sleeves and button front. Drawers are in knee and ankle length. Sizes 34 to 38 in combed cotton are 75 cents per garment; and in cotton and wool, \$1.15. Sizes 40 to 44 in combed cotton are 85 cents per garment, and in cotton and wool, \$1.35. —Third Floor, Queen St.

J. Search where you will and it won't be easy to find a smarter walking boot than this one in tan calfskin. Like the grey model described above, it is an "Armstrong," and may thus be absolutely depended upon for good style, good fit and good wear. The extension sole is of a good weight and the heel about an inch and a half high. The price is \$10.00. The same model may also be had in black calfskin.

K. Here's an immensely nice boot for dress wear—another "Armstrong" model. The vamp is of black patent calfskin, and the laced top of fine black cloth. It has a turned sole and Louis heel. Price, \$10.00.

All three models may be had in sizes 1-8 to 8, in widths double A to E. —Second Floor.

### Oriental Rugs at Remarkably Low Prices

Featuring for Saturday, the Fourth Day of the Great Special Selling of Eastern Carpets, Two Groups—Mosul and Sumac and Shiraz and Khiva at \$65.00 to \$80.00.

DESPITE THE GENERAL ADVANCE in the price of Oriental rugs and despite the disturbed state of the rug market, this great special selling now in progress on the Fourth Floor offers Persian, Caucasian and Turkoman carpets at the same and in many cases lower prices than those which obtained two or three years ago. They represent an immense and advantageous purchase made by our buyers at the beginning of the war.

The display includes Oriental rugs in sizes and designs suitable for practically every room in the house. For Saturday will be featured the two following groups:

Shiraz and Khiva rugs in the rich mahogany and copper browns so desirable for living-rooms, libraries, and dens.

Mosul and Sumac rugs in cheerful deep blue combinations of Persian red, old rose, tan and ivory, suitable for halls and living-rooms in which small rugs are used. Average size, 3' 6" x 6' 6". Sale price, \$24.50.

—Fourth Floor, James St.

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.

### EARLY CLOSING

Saturday 1 p.m. to 5 p.m. Other Days 5 p.m.

No Noon Delivery on Saturdays



N. Wolf fur attains to a wonderful softness and smartness this season of 1917. Moreover, you may have it in all the modish shades in which the other higher-priced, long-haired furs are being featured. This modish scarf above is of taupe color wool, and boasts the new flat shoulder effect. It is charmingly lined with taupe crepe de Chine and priced \$25.00. The muff—in new, canteen design—is \$25.00.



O. Red fur is again to the fore as one of the fashionable peltries for muffs and neckpieces. As it appears in shaped scarf effect in the sketch, it is \$25.00. The muff to match being likewise \$25.00.



P. This modish little collarlet is of nutria beaver. Note how snugly it fits around the neck, warranting real warmth in the wearing. It is lined with brown satin, and priced \$12.50. The round muff is also \$12.50.



R. Kingtail opossum dorrrows many of the charms of chinchilla itself when it is made as skillfully and modestly as this shawl scarf and round muff illustrated above. The skins are beautifully shaded and fashioned most cleverly, soft grey satin being employed for the lining. The scarf is \$20.00, and the muff \$22.50.

### Let the "Shopping Service" Help You

If you live out of town, or for any other reason cannot come to the Store to purchase any of the items illustrated on this page, address your order to the Shopping Service, and it will be selected for you and sent to you at once. If you want advice regarding the make-up of your wardrobe or the furnishing of your house, the Service will be glad to help you. Take advantage of it.

### From a Woman's Standpoint

THE rest and enterprise of modern life developed early in young Miss Canada. Little Sarah or Anne of sixty years ago sat rebelliously at her sampler embroidering the alphabet in cross-stitch. Of her own free wish and will, little Dorothy or Elizabeth of to-day knits herself a rose wool sweater coat—or a pair of socks for a soldier. She may be twelve, ten, or only eight, but her ambition to achieve is really remarkable—as anyone will readily declare who chances to stumble on one of the Saturday morning classes in the needlework department.

They there sit around the instructor, many of them with legs too short to reach the ground, and some of them delirious from the temptation of biting off the thread through the absence of a front tooth or two. Their teachers on the other days of the week may find them indifferent pupils, but here you can't restrain their undelinkings. Besides those who are knitting the sweaters and socks aforementioned, are others who are crocheting fillet lace yokes for their mamma's nightgowns, embroidering centrepieces and hemstitching towels. But the slip-over sweater is first favorite at the present time. One small child who was pointed out to us the other morning as having already knitted two this summer had arms scarcely longer than the needles she was plying with such a professional air.

"Does the work come up to the mark at all?" we inquired of the genial instructor as she showed a girl how to put in the centre of a big conventional poppy she was embroidering on a brown linen table cover.

"Some of it is excellent," she replied. "They are apt to err on the side of elaboration and bright color. They invariably want to work pink roses. But then the value of simplicity is hard to teach to grown-ups."

And we easily believed that it was, since only the day before we had been viewing the needlework at the Exhibition, and deploring the fact that many a bit of good embroidery was made hideous by gaudy coloring, and more than one beautifully knitted jacket was pitifully spoiled by strings and bows of cheap, shiny ribbon.

If thus early in their youth these bright, enterprising little girls acquire the art of simplicity and harmony in the work of their needles, then let us invoke blessings upon these Saturday classes.

And apropos of the subject, it was interesting to hear that three of the women winning prizes for embroidery at the Fair were pupils of the daily class in the needlework department.

The Scribe