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EATON'S DAILY STORE NEWS

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Helping You to Settle the Timely Question of New Clothes

Exquisite Jet and Mourning Jewelry

Brooches and Bracelets Charming Set With Pearls or Diamonds, or Carved in Cameo Effects.

THE DULL BLACK BROOCH demanded by the mourning costume appears in delightful forms in this little showing of jet and black enamel. It is jewelry of the most dainty and artistic type, with a variety which includes the following designs:

Large oval brooches in Whilby jet, hand-carved in cameo designs—prices, \$13.50, \$15.00, and \$16.50.

Black enamel brooches, mounted on 14k. gold; pansies with small diamond centre, \$32.50; bar pins set with pearls, \$37.50; quill set with pearls, \$15.00; horseshoe set with diamonds, \$40.00; horseshoe set with pearls, \$24.00; old-fashioned coil, \$15.00; plain pansy, \$25.00; and black bar with tiny buckle at either end, set with pearls, \$20.00.

Blouse pins in black enamel mounted on 14k. gold and set with pearls, at \$5.00 and \$12.00; small quill, \$8.50.

Bracelets in black enamel set all around with two rows of pearls, \$80.00; and one more elaborately set with pearls, \$140.00.

—Main Floor, Yonge St.

Imported Velours Dressing Gowns

THESE are warm Winter Gowns—in figured velours—imported models. They are fashioned with high neck and long sleeves and have a turned down collar and cuffs bound with material in contrasting colors. Obtainable in sky, Copenhagen, navy, helio, grey, and rose. Sizes 36 to 44 inches. Price, \$3.50.

Middies of navy blue galatea for misses and women, are made in plain regulation style with braided collar and laced front. Unusually low priced. Each, 79c.

Gymnasium Bloomers of mercerized poplin, made in pleated effect, are procurable in navy or black. Sizes 24 to 32 inches waist measurement. Price, \$1.98.

—Third Floor, Yonge St.

Boys' Reefers at \$6

BOYS' Blue Cheviot Serge Reefers, double-breasted style, with box back, side vents, emblem on sleeve and trimmed with brass buttons. Strong body linings. Sizes 2 to 6 years. Price, \$6.00.

Nap Cloth Overcoats, \$4.75 —Boys' Navy Blue Nap Overcoats, double-breasted style, button up close to neck, have belt all around at waist, warm, fancy check body linings. Sizes 3 to 9 years. Price, \$4.75.

—Main Floor, Queen St.

For Your Overseas Christmas Parcel

Horlick's Malted Milk Lunch Tablets are a concentrated food, containing the nutritive values of rich milk with the soluble extracts of choice malted grain. A splendid preparation, which is effective in relieving hunger and fatigue. They are put up in a special pocket flask at 25c.

T. EATON DRUG CO., LTD.
—Main Floor, James St.

Dresses From the Great French Designers, Wednesday, \$65.00

Original Model Gowns for Morning, Afternoon and Evening Wear From Lanvin, Bernard, Premet and Other Celebrated Dressmakers, Marked Down to a Mere Fraction of the Usual Prices.

ON SALE WEDNESDAY AT 10.30 A.M.



FANCY ONE OF PREMETS graceful, picturesque creations for \$65.00! Yet thus you will find it—a veritable delight of a gown in taupe crepe de Chine with wide soft girdle of violet velvet—soft as chiffon almost—embroidered in violet and gold threads, the skirt exploiting the flying panels of latest vogue.

Another Premet model for afternoon wear is in navy and sand color charmeuse.

By Bernard is a wonderfully smart dress in fine navy blue serge with high collar of beaver fur, the underskirt of black satin embroidered in cherry color and black.

Charming, too, is a black satin model from Maurice, distinction lent by clever applications of green and black plaid velvet.

An artistic model in black charmeuse is in one-piece style, loosely girdled, and delightfully embroidered in bronze threads.

A dream of an evening gown by Bulloz is in rose pink satin, flounced with pink net.

A very swagger coat-dress in biscuit color broadcloth is banded with Hudson seal (seal rat).

And these are but a few of the collection, which will be gathered together and marked down, for clearance on Wednesday morning at 10.30 o'clock, to the greatly reduced price of \$65.00.

—Third Floor, James St.



Women's Fashionable Suits at the Greatly Reduced Price of \$39.50

Smart Winter Costumes Taken From Regular Stock and Specially Priced for Quick Disposal—Also Large Collection of "Samples" Just Received From New York and Offered at Special Price

ON SALE WEDNESDAY AT 10.30 A.M.

NEW YORK SUITS of the most attractive description—smart in cut, charming in material, and marked by that nicety of detail for which the tailor of Gotham is famous. This is what this Wednesday clearance offers you.

The variety in style and color is infinite, the collection being made up from two sources rich in modish qualities, namely:

Fall and Winter suits taken from regular stock—models that remain from shipments received from New York earlier in the season. These consist of fashionable coat and skirt costumes in Burgundy velours, grey broadcloth, taupe broadcloth trimmed with mole plush, nigger brown velours with velvet collar, navy blue serge, navy blue gabardine and Cuban brown velours. Every suit in the collection will be greatly reduced for Wednesday clearance at \$39.50.

New Styles in Women's Footwear at Moderate Prices

A SMART BOOT, with vici kid vamp and quarters, dull calfskin tops, eight inches high, and leather Louis heels. Sizes 2½ to 7, B to E. \$6.00.

The same style in patent leather, with dull calf laced tops. Sizes 2½ to 7, B to E. \$5.50.

A favorite boot is in dark brown calfskin with brown cloth tops to match, 8 inches high. Sizes 2½ to 7. \$6.00.

The Sport last with low heels is very popular. Laced-style boots in a mahogany shade of tan calf, with medium-low heels; are in Sport shape, with perforated wing tips. Sizes 2½ to 7. \$6.50.

A Sport shape with black vici kid vamps and foxings, and grey buckskin top, a pretty combination; straight perforated toe cap; medium low heels. A to D. \$7.50.

Neoline soles and rubber heels on the Sport last; most popular styles, A to D. Tan, \$8.00; black, \$7.50.

—Second Floor, Queen St.



Hudson Seal Coats of Immense Attractiveness

They're Narrower of Skirt This Year, and They Fit More Closely Throughout, With Collars and Cuffs of Alaska Sable (Skunk), Natural Lynx, Ermine, Mink and Kolinsky to Add to Their Warmth and Infinite Becomingness.

AND IT'S NOT A DAY TOO SOON to procure the wraps you'll be turning to at the first approach of Winter. Early selection assures you a wide choice of imported and domestic models, and to insure early delivery, made-to-order coats should be arranged for at once.

Attractive, indeed, are the coats of Hudson seal (seal rat) now on view in the Fur Department—wonderfully smart and trim of line, and fashioned according to the highest standards of the furrier's art.

Skirts are narrower than heretofore, and a certain easy snugness of fit is noticeable throughout. Many show collars and cuffs of contrasting fur—Kolinsky, mink or Alaska sable. As for prices:—

Model of rich Hudson seal (seal rat), its broad collar and cuffs inset with ermine—the lining of broadcloth silk. Price, \$250.00.

With collar and cuffs of Alaska sable (skunk), a smart model, belted at sides, having deep patch pockets, and striped lining. It is 42 inches long, with a sweep of 102 inches. Price, \$260.00.

Natural lynx composes the collar and cuffs of a swagger coat with all-round belt, fur buttons, and lining of pretty flowered silk. 42 inches in length, and 84-inch sweep. Price, \$230.00.



With silky black lynx collar and cuffs is another smart coat which has very wide self belt, is 42 inches long, with 62-inch sweep, adorned with fancy buttons, lined with fancy silk. Price, \$235.00.

Specially designed for the elderly woman is a coat which has rich mink collar and cuffs, and flares from the shoulder. It is lined with Paisley silk, is 45 inches long, and has sweep of 110 inches at base of skirt. Price, \$295.00.

With high waistline, slightly gathered, is a particularly smart model with square collar and deep cuffs of self, flowered silk lining. 48 inches long. Price, \$285.00.

Kolinsky forms the collar and cuffs of still another model. It shows high waistline, with slight cording, also pockets. 45-inch length, with 125-inch sweep. Price, \$245.00.

—Third Floor, Yonge St.

Let the Shopping Service Help You With Your Shopping Problems

If you cannot come to the Store to shop personally send your list of needs for your house or your wardrobe to the Shopping Service, and everything will be carefully selected by an experienced shopper. Address your letter to the "Shopping Service."

Ask for "Multiplex" If You Want Good Hosiery

THE "MULTIPLEX" trade-mark on hosiery is an assurance that such hose possesses the most improved features known to the knitting trade. It also serves as a guide in buying if one is not acquainted with the fine points of hosiery. Wear "Multiplex" if you want a dependable, well-fitting stocking. Here are some of the most popular lines:

Women's Ankle Length Thread Silk Hosiery, made full fashioned, with fine cotton spliced toes, heels, sole and extra deep cotton spliced garter welt, plain black. "Multiplex Brand," extra special value, per pair, 75c.

Women's plain black, white and medium or dark shades of tan Cashmere Hosiery, Multiplex Brand, selected soft durable wool yarns, full fashioned throughout, heels, ankles, toes and soles extra spliced; medium weight. Price, per pair, 85c.

Children's Ribbed Black Cotton Hose, cashmere finish, made with heavy spliced honeycombed knees, seamless foot, extra spliced heels, toes and soles. "Multiplex Brand." Sizes 6 to 8½. Three pairs for \$1.00, or 35c per pair.

Women's Fleece Lined Black Cotton Hose, fall and winter weight; sizes 8½ to 10. "Multiplex Brand." Price, per pair, 25c.

Men's plain black, white, natural, clerical or grey plaid Cashmere Socks. "Multiplex Brand." All sizes. Price, per pair, 50c.

—Main Floor, Yonge St.

From a Woman's Standpoint

"UGLINESS gives me a mental tooth-ache," observed the Pretty Woman, adding a deft pull and pat to the loops of holly ribbon with which she was tying the khaki socks. "I've no peace until I get rid of it."

"That's all very well, but unless beauty comes straight from the gods it costs more than I can afford in war-time," replied the woman across the table struggling with the problem of fitting a ten-inch Christmas stocking into a seven by nine box.

"I'm not extolling pink complexions or cut flowers," said the other. "What disturbs me is deliberate ugliness—ugliness for which good money has been paid. When I see a child in a fussy brown dress, with frizzy hair done up in pink bows, it positively hurts my eyes. It's a crime to dress a soft, innocent baby like a popinjay."

"My idea of ugliness is a room with a patterned wallpaper, glaring light, and rocking-chairs," said a worker down at the end of the table.

"Or a new red brick house built on high ground with no trees near it," added somebody else. "It's more desolate than a tumble-down shanty in a lonely wood."

"And another case for improvement is the somewhat stout lady of fifty who wears flat-heeled shoes and a white blouse and a dark skirt," continued the Pretty Woman—after assuring herself by a careful survey of the scene that none of those present might construe her remark as a personal libel. "When it is an easy matter to get a blouse that matches your skirt, there's no excuse for adopting this disjointed costume, which is suited neither to middle age nor a portly figure. It always reminds me of a pair of semi-detached houses painted in different colors."

"Cheerio, as the soldiers say," broke in another voice. "In a few years there may be no such abuse tolerated as avoidable ugliness. My daughter is taking a course in domestic science in which Harmony is the first demandment. You mustn't put a salad in a dish which is not becoming to the beets or tomatoes. And before you select the materials to make a frock or a pair of curtains you must do a little nature study, and search in the garden or the woods for your combinations of colors. Looks hopeful, doesn't it?"

"I wish you wouldn't close the argument without saying something about carelessly-done hair," exclaimed somebody else. "That's my pet abhorrence. How anyone can expect to look well-dressed with untidy wisps around her face—"

But by this time the boxes were sewn up and labelled. The younger workers were powdering their noses preparatory to departure. The old ladies were tidying the tables. The meeting and the confab were over.

The Scribe

T. EATON CO. LIMITED