

GET ESTIMATES FOR IN-  
HEALTHING Weather Stripping  
NOV.—Second Floor, Furniture  
Building.

# EATON'S DAILY STORE NEWS

Four "C.D.V." (half cabinet)  
photos, size 2 1/4 x 4 1/4 inches, for  
New Photo Gallery, Camera  
Section, Main Floor.

## Extraordinary Special Selling of Women's Coats Begins Monday

Every coat in the selling is brand new -- Shown for the first time on Monday.

Styles include hundreds of different designs suitable for all coat occasions.

Sizes range from 32 to 46 Bust Measure.

Prices are \$5.95 to \$25.00.

### Christmas Cards For Soldiers Overseas

A Supply Which They May Send From the Trenches or Camps Where Such Cards Are Not Procurable

MANY SOLDIERS overseas will wish to send greetings to their friends at Christmas time. But not to all will cards for the purpose be easily available. Wherefore this practical suggestion from the stationery department of sending a supply of such cards to your son, brother or husband who may be located "somewhere in France" or in some remote camp in England.

These greetings are featured in immense variety in card and folder styles, embellished with initial, a glimpse of landscape, or patriotic decoration, and inscribed with some fitting bit of sentiment. They range in price—including envelopes—from \$1.50 per dozen up to \$15.00 per 100.—Main Floor, Albert and James Streets.

### Here's Something New and Charming Jewelry Set With Japanese Pearls

THE Japs — clever people that they are—have succeeded in "assisting" Nature in such a manner as to produce from their own pearl-oyster reserves a pearl with the rich creamy lustre of the rare and costly Indian pearl. And behold it in the jewelry department—beautiful to look at and inexpensive to buy.

You may see it lying in its original form in the mother-of-pearl of an oyster shell, and in its finished state set into some dainty pendant, earring, or scarf pin.

The pendants are 10k gold, designed in charming filagree and lace-like effects, showing single Japanese pearls surrounded by groups of smaller gems. Price — on fine chain—\$12.00.

Earrings showing single Japanese pearls set in 10k gold, in styles for pierced and unpierced ears. Price, \$9.00 a pair.

Scarf pins in various delicate settings of 10k gold—\$8.00.

—Main Floor, Yonge St.

### Exceptionally Extensive in Scope, Immense in Variety, and Truly Remarkable in Values

COMPARABLE only to the huge special selling of like character which was a notable feature of the Spring season in the suit department, this colossal offering of Winter coats has taken literally months of preparation and planning to achieve. Even in normal times the values would be extraordinarily good, and now, when the cost of woollen fabrics has advanced materially, such values are little short of marvelous. There are dozens and dozens of styles, all closely following the lines of latest mode and showing much that is new in design and in trimming. Thus:

**STYLE FEATURES**—Redingote, Russian blouse, belted and loose effects with a tapering line from shoulder to hem—these are to be seen in tremendous variety, all showing a voluminous ripple and swirl at the hem. The belts in such models as are belted take various forms, some being wide, some narrow, some at the front, some at the back only, and some double. Collars, which are so distinctive a feature of the new season, are all large, the wide square collar, the round cape, the Directoire, crush — convertible, dividing the honors between them, but all of them of extraordinary dimensions. Many are banded with fur or with plush or velvet.

**COLORS**—Brown, myrtle and hunter green, navy blue, mole grey, tan, black and green mixtures.

**MATERIALS**—Wool velours, pebble chevots, beavers, Whitney cloths, chinchillas, velour chevots, Kersey cloths, novelty tweeds, "Salts" and "Listers" plush, velvet cords, broadcloths.

### Illustrated Below Are a Few Typical Styles and Values



Chinchilla cloth, grey, black, navy and brown. \$9.75.



Reversible tweed, grey mixtures and brown mixtures. \$10.00.

Magnificent Model Coats From Paris, London and New York  
Specially Priced \$33.50 and \$57.50  
ON SALE AT 2 O'CLOCK

IN conjunction with the great selling of coats on Monday there will be featured at 2 o'clock in the afternoon a great price-attraction in imported wraps. Here are some of the names you will see embroidered on the labels inside their collars—Framet, Charut, Bernard, Jenny, Douillet, Lavina, Brandt, Bradley. And such names, high as they stand in the world of fashion, will alone carry conviction of the wonderful values, the elegance of cut, and the supremely smart designs to be found in this collection. The materials, too, are of superlative quality—plain cut Bolivia cloths, wool velours, velours du nord, and, in the case of the more elaborate coats for afternoon and evening wear, panne velvet, satin and metallic broadcloths. The linings are beautiful—in tint and texture—soft, shimmering satin crepes, poplins and broadcloths, many of them printed. The graceful lines of the Redingote, the chic flare of the new loose coats, and the artistic draping of Russian and dolman-like models, are featured, their beauties frequently enhanced by voluminous cape, Directoire or square collars of fur and enormous cuffs to match. Divided into two groups and specially priced at \$33.50 and \$57.50. —Third Floor, James Street.



Whitney cloth, navy, grey and brown. \$10.00.



Velvet cord, green, taupe and black, the collar banded with plush. \$12.75.



Beaver cloth, green, brown and navy, collar inset with velvet. \$13.50.



Beaver cloth, green, brown, navy and black; dyed opposum on collar. \$15.00.



Velvet cord, green, taupe and black; collar and cuffs edged with black Russian wolf, \$15.00.



Kersey cloth, brown, navy and grey, collar edged with black fur. \$15.00.



French velours chevot, navy and black, lined throughout with black satin, collar edged with black Manchurian. \$17.50.



Lister's plush, lined throughout. \$14.75.



Salt's plush, raglan sleeve, 45 inches long, lined throughout. \$16.50.

We Prepay Shipping Charges on All Orders of \$10.00 or Over to Your Nearest Station in Ontario and Eastern Provinces on Both Mail Order and City Purchases



Black ponyette, lined with colored satin. \$22.50.



Salt's plush, 46 inches long, collar and bottom bordered with black Manchurian fur. \$25.00.

The remarkable values in this gigantic selling of coats are made possible through the wide scope and immense resources of our great range of factories. The latter have co-operated with us, heart and soul, with the result that the coats are offered at prices less, actually, than the amounts for which manufacturers could, in the usual way, make up the materials alone.

### This is Interesting

WHEN Rupert Brooke visited Canada the year previous to his death at Gallipoli, he was photographed with our own poet, Mr. Duncan Campbell Scott, in the latter's garden at Ottawa. Again they are associated in name and personality by the books of verse from their respective pens which stand together among the new publications, namely, "Lundy's Lane and Other Poems," by Duncan Campbell Scott, and "The Collected Poems of Rupert Brooke." These may be had in the Book Department—see reviews of them on the bulletin board there—priced \$1.10 each.

The fashionable craze for Paisley effects is charmingly exemplified in certain new chiffons which glow with the reds and yellows of the celebrated Scotch shawl. In some of them green is the predominant color, in others navy blue or brown. For a bodice for the Autumn suit of wool velours, serge or broadcloth such chiffon promises delightful results. It is 40 inches wide, and 23.50 a yard. It is shown in the Silk Department, on the second floor.

"Package Number 4," at the new Overseas Depot, seems particularly well worth drawing to your attention, if the sending of parcels to some soldier in the trenches is one of your special concerns. It contains a box of Overseas cake, a tin of chicken, half a pound of shelled almonds, a package of Chiclets, six packets of soup, and two cakes (one pound in all) of Overseas chocolate—all for the sum of \$2.00. The postage to France on such a parcel is 22 cents; to England 34 cents.

Any energetic person who may be planning an entertainment of a patriotic nature will doubtless be glad to hear of four excellent little plays written by Edith Lelan for boys and girls of varying ages. They bear these titles respectively: "The Making of Canada's Flag"; "A Canadian Fairy Tale"; "The War on the Western Front"; and "The Key of Jack Canuck's Treasure-House." They are priced 25 cents each and may be obtained from the Book Department.

The Scribe

### Ask for Booklet Listing Gifts for Soldiers

Full of interesting suggestions for those sending packages to Soldiers Overseas

THIS INVALUABLE LITTLE BOOKLET may be had at the new Overseas Depot on the Second Floor. If you live out of town, send your address and it will be mailed to you. Every page is full of helpful suggestion in the making up of packages for soldiers in France or England, and for prisoners in Germany. Lists are supplied of twelve different packages of eatables and comforts listed at prices ranging from \$1.00 to \$5.00, with quotations of postal charges for the various destinations. Ask for the booklet called "Gift Packages For Soldiers." It is distributed free of charge.

—Second Floor, Albert Street.

T. EATON CO LIMITED