

STORE OPENS AT 8.30 A.M. CLOSES AT 5 P.M.

Store's conveniences: The rest and waiting room, third floor; the information bureau, main floor; the free parceling and checking desk in the basement.

EATON'S DAILY STORE NEWS

A Time-saver
Call Main 3501
when you want to telephone for goods from several departments.
An experienced shopper will make your purchases for you almost as well as you could do in person.

"The Day—And After"

War Speeches by the Rt. Hon. W. M. Hughes, with an Introduction by the Rt. Hon. D. Lloyd George—one of the notable new books reviewed by our special critic, Miss Marjory Mac-Murchy.

MR. W. M. HUGHES is truly a prophet come out of Australia sent to the Empire. There are few books that Canadians need to read to-day as they need to read this book. The volume has evidently been quickly put together and it is so printed that it can be sold at a low price. It is a book for every man; the statesman, workingman, unionist, soldier, men of action, men of thought, are specially concerned with this book. Such a call to action has not been paralleled in our day. The hammer strokes of his sentences are remarkable. "Labour owes nothing to laissez faire. Laissez faire has done nothing for it." One would venture to say that the speech delivered before The Pilgrims, March 17, 1916, may prove to be one of the great speeches of history; it is at least great to this generation. No one who reads this book can doubt that Mr. W. M. Hughes is a man of remarkable character, an extraordinary force, and greatly sincere. Read "The Day—And After," now, before it is too late. (Price, 50 cents). —Main Floor, Albert St.

Have You a Flashlight?

It is one of the handiest of accessories about the house, for use in the sick room, for examining furnaces and plumbing, finding anything quickly without switching on light, lighting gas, etc. Moderate in price, too. We draw attention especially to one at 75c. It is of tubular type, in black fibre cases. It has nickel trimmings and is fitted with good battery and lamp. Special, each, 75c. Tissue Paper Shades for electric lights, in a wide range of colors. An excellent decoration for any festival. Price, each, 15c. —Basement.

Fur Banding for Suits and Coats

THE prices quoted below are for the 1-in. width; other widths are priced accordingly: Russian Otter, 75c per yard; Electric Seal, \$1.00 per yard; Kolinsky, \$1.50 per yard; Civet Cat, \$1.50 per yard; Dyed Opussum, \$1.50 per yard; Beaver, \$1.50 per yard; Hudson Seal, \$1.50 per yard; Fitch, \$2.50 per yard; Sable, \$2.50 per yard. —Main Floor, Centre.

The Latest Vogue of the White Hat

It's an immense favorite in New York—in velvet, panne or hatter's plush



DAME FASHION is tremendously keen about this white hat she has lately launched. And a delightfully feminine bit of headwear it assuredly is. It may be large, small or medium and fashioned in whatever design your particular mold of features demands. It is a mode not only for the picturesque young miss, but for the matron of maturer years.

The millinery department has a fascinating showing of smart models in white velvet, white panne, and white hatter's plush—small, close-fitting turbans, tam-o'shanter, sailors, wide drooping-brimmed picture hats, and mushroom and "cloche" effects.

The majority of them show edgings, bandings or balls of fur, beaver, moleskin, and skunk being the favorite peltries. Others boast some gilt or silvered ornament by way of decoration, absolute simplicity being the invariable rule.

Original New York models, reproductions from imported designs, and original creations by our own milliners—there is a wide choice at prices ranging from \$9.75 to \$27.50.

—Second Floor, Yonge St.

Note The Broad Variety and Splendid Values in This French Embroidered Lingerie



So charming with its hand-done embroidery, so distinctive with its scalloped edges, and withal so thoroughly serviceable for general wear and constant laundering

Night gowns, chemises, petticoats, drawers, corset covers in designs that are a marvel of simplicity, daintiness and fine, deft needlework

WITHIN SOUND OF THE CANNON, within sight of the aircraft, the French needlewomen are still playing their needles and thread, that the exportation of fine hand-sewn undergarments shall go on "as usual." And behold the result!—the little Gray Rooms here devoted to lingerie abound in a veritable avalanche of the exquisite embroidered, scalloped-edged undies that are a delight to any woman who demands supreme daintiness in her "underneath" apparel.

That prices are exceptionally low for this type of underwear, a glance at the following items will show:

Corset Covers, Embroidered in Bowknots or Flowers

They are made of fine French nainsook, one style embroidered in leaf pattern, the necks of all being run with silk ribbon. Sizes 34 to 42. Price, \$1.50.

Other styles beautifully embroidered in flower or bow-knot design. Sizes 34 to 42. Price, \$1.75 and \$2.00.

Still other models, finer of material and more elaborately embroidered, at \$2.50 and \$2.75; also one having short sleeves at \$3.00.

Drawers, Filled or Straight

One design is of French nainsook, in straight style, embroidered and finished with scalloped edge and ribbon bows—sizes 23, 25 and 27 inches, \$2.00.

Another style with scalloped edge at the knee, embroidered, and inset with lace insertion. Lengths, 23, 25 and 27 inches, \$2.50.

Also still other styles beautifully embroidered, one having fine lace edge at the knee, the other scalloped, at \$2.75, \$3.50 and \$4.50.

Chemises, Fine and Dainty as Chemises Can Be

Made of French nainsook with V-shaped neck embroidered in a pretty leaf design with silk ribbon drawstring—38 to 42, \$1.85.

Another style embroidered in bowknot design with silk ribbon draw—38 to 42, \$2.00.

Still other chemises embroidered, also inset with lace—34 to 42, \$3.00 and \$3.50.

Nightgowns in Slip-over Style, Some in Empire Effect

These, too, are of French nainsook, some in kimono style, others in Empire effect, a few with set-in sleeve, all beautifully embroidered in a great variety of floral and eyelet designs. The lengths are 56, 58 and 60 inches, and they range in price from \$2.50 to \$6.00.

Undershirts in Filled and Plain Effects

To begin with is a model of especial good width, having deep frill embroidered at the bottom, with scalloped edge and underfrill—lengths, 38, 40 and 42—price, \$2.25.

Also other petticoats of fashionable width, some in circular style all effectively embroidered at the bottom, some are finished with edge of lace, others with embroidered scallops, a few having ribbon bows; ranging in price from \$2.75 to \$8.50.

On Thursday—Fine French Lingerie, Half-price

An immense offering of dainty hand-embroidered undergarments, including chemises, night gowns, drawers, corset covers, Princess slips, combinations and petticoats

AS A SPECIAL PRICE ATTRACTION in Thursday's featuring of French lingerie, will be this unusual offering of exquisite hand-embroidered, hand-sewn undergarments at actually half the regular prices.

Some of the pieces are crushed or slightly soiled, others are absolutely fresh—all are fine and dainty as you know French lingerie to be. In some cases it is edged and inserted with lace, with pink and blue ribbons running through buttonholes and beading and ornamenting it with bows and rosettes.

Broken lines, odd sizes and sample models make up the clearance, prices ranging as follows:

- Nightgowns, half price Thursday \$1.50 to \$6.25
- Undershirts, half price Thursday \$1.50 to \$5.25
- Combinations, half price Thursday \$1.38 to \$3.25
- Princess Slips, half price Thursday \$1.38 to \$3.25
- Corset Covers, half price, Thursday 75c to \$2.50
- Drawers, half price, Thursday \$1.50 to \$3.00
- Chemises, half price Thursday 63c to \$2.25

If you are not able to come to the Store—whether you live out of town or in town—one of our Special Shoppers will carefully select for you any of this lingerie which you may desire to purchase. Address your order to the Eaton Shopping Service.

—Third Floor, Queen St.

Oilcloths and Linoleums at Extraordinary Savings

Featured for the Fourth Day of Whirlwind Sale

BARGAIN prices we have seldom equalled, even previous to the big increases; qualities that carry the EATON guarantee of reliability; variety that covers every imaginable requirement for kitchen, bathroom, hall, stairs, dining-room, office, store, barber shop, restaurant, etc. Don't miss this opportunity to secure linoleum and oilcloth at bargain prices—get all you may need for months to come, for with the market in its present condition, we cannot hope to offer such savings permanently. Some pieces are slightly imperfect in color, but will wear just as well. Following are some of the price attractions for Thursday:

- Heavy Floor Oilcloth, Square Yard, 43c—Block, floral, tile, or parquetry designs, in light colors, for kitchens, bathrooms, or halls. Two yards wide. Special price, square yard, 43c.
- Stair Oilcloth, Yard, 19c—Neat, strong, evenly colored stair oilcloth, with floral, block, or parquetry patterns, and light or medium colors. Eighteen inches wide. Special price, yard, 19c.
- Scotch and Canadian Linoleums at 51c—Two-yard width, floral, parquetry, or block patterns; strong, heavy quality. Special price, square yard, 52c.
- Extra Heavy Linoleum, Square Yard, 59c—Two and four-yard widths, Scotch and Canadian makes; block, floral, Oriental, or tile patterns. Special price, square yard, 59c.
- Console Rug, \$6.95 and \$7.95—Similar to linoleum, but complete in design, with border; will not curl or crack; do not require tacking down; have rich semi-Oriental design, in choice of two color effects; are waterproof and sanitary—Size 9 ft. x 10 ft. 6 in. Special price, each, \$6.95. Size 9 ft. x 12 ft. Special price, each, \$7.95.

—Fourth Floor.

You Were Inquiring

If You Want Advice on the Subject of Fashions, House-furnishings, or Like Matters of Interest to Women, Write to the "Scribe." The Reply to Your Query Will Appear in the Column Below.

H. P.—Hudson seal is highly approved for that state you feelingly allude to as "fat, middle age." And, besides, it looks charming with Hunter's green cloth. So you need cherish no doubts on the score of suitability. Round muffs in Hudson seal (seal rat) can be had at \$15.00, \$18.50, \$20.00, \$22.50, or \$25.00; and pillow styles at \$14.50, \$20.00, and \$25.00, the quality and general charm of make-up increasing, of course, with the price. As for neck-pieces in the same fashionable peltry, short ties are available as low as \$3.75, and medium length scarfs at \$15.00 to \$50.00. A long shawl stole could be made to your order from \$37.50 to \$50.00.

"A School Girl"—Consider your wish supplied! Color, price and style are exactly to your liking. In brown or green beaver cloth is an attractive coat with a straight back and belt at sides and front. It has a deep shawl collar, and a satin lining to the waist. And in dark brown chinchilla cloth is another model with all-round belt, and deep convertible collar faced with black. They are priced alike at \$15.00.

Mrs. W. B.—There is a beautifully warm, soft tone of buff which you can get in "Muresco," that excellent preparation for tinting plaster walls. It would be a charming background for your living-room, and one which would adapt itself to almost any chintz you would care to use for curtains and coverings. The price of it is 40 cents for five-pound packages, and 35 cents for the same quantity in the white you would require for the ceiling. If you will let me know something about your rugs and furniture I shall be glad to describe a few harmonizing cretonnes. There is a whole multitude of the most fascinating patterns to be had at the present moment—from 35 cents upward.

A torchon lace about 4 inches wide, which you find the right thing for edging your luncheon cloth, is 35 cents a yard.

And, lastly, as you say, it would be a happy idea to use the same scrim or net for all the windows in the front of the house.

Allie—Well, this is what I should do for that old walnut dresser and "quaint sleigh bed." I should cover the walls with a certain delightful paper which looks like heavy natural linen—the palest tan in shade. It is \$1.00 a roll. On the floor would be put a rose color Scotch wool rug, and at the windows, on the chairs, and over the cushions I should use a particular tan and rose striped chintz, which is the most enchantingly decorative fabric you could fancy. 40 cents a yard is the price, and 38 inches the width. Can you squint your mental eye and visualize the effect? At the same time add, in imagination, a plain rose linen scarf for the gate-leg table, and a rose shaded elderdown for the end of the bed; that is, unless you throw a rose quilt over the latter, fill it up with cushions covered variously in pink, black and tan, and use it as a couch by day. Let me know the upshot of the matter, Allie.

THE SCRIBE.

You Who Want a Piano—Do You Know the "Lyra"?

Rich in tonal qualities, pleasing in appearance, reliable in every detail of construction—and available at the moderate sum of \$225.00



DOES NOT ITS VERY NAME appeal to you? And behind the name are a host of practical and artistic merits. For example:

It is rich in all those qualities that make for sweetness, brilliancy and power of tone.

Mechanically it boasts all the up-to-date, improved features that go into the make-up of a reliable piano for general home use.

The case is procurable in walnut and mahogany finish, in Colonial and Louis XV. designs, modified in style to suit the requirements of the simply furnished drawing-room or living-room.

It is a reliable piano, offered at the extraordinarily low figure of \$225.00—the moderation of price being due to the fact that the amount represents only a small margin of profit above the actual cost of the making of piano, none of the usual expense being incurred in its selling, such as agents' fees, warehouse charges and commissions, etc. Moreover, since each piano is shipped direct from maker to customer, only one freight rate is involved.

Furthermore, with every "Lyra" goes our ten-year guarantee.

—Fifth Floor.

T. EATON CO.