

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

EATON'S DAILY STORE NEWS

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.

Gay Furbelows and Frilly Things That Make the Most Enchanting Gifts

Neckwear That is the Very Last Word in Modishness, in Most Alluring Array—
Charming Silk Sweaters That Are New as Spring Itself, and a Trio of Effective Blouses.



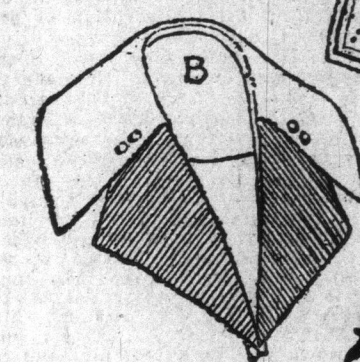
D. Think how pretty and how Frenchy it would look on a morning frock—this collar of creamy flannel, with its spotted border—the spots in Saxe blue, in salmon pink and green. Price, \$1.50.

F. Of velvet—actually velvet! For such is the latest adventure of Fashion in the realms of neckwear. And it's a creamy mirrored velvet, which is immensely becoming. The edges are bound with silk braid, and the corners weighted with acorns. Price, \$2.25.

G. Perhaps it's a bit of real lace that someone has been sighing for. Then, what of a pretty round collar of this English pillow lace? The one below is \$1.25, but others in various shapes and sizes are obtainable at from \$1.25 to \$3.50.

H. A veritable chameleon among collars—one with which you can achieve a multitude of effects—for it takes on the hue of whatever material it is worn over! Made of Paisley printed nylon over white, it is of a surpassing daintiness, while over dark colors it is vividly rich. The edges are bound with navy blue satin. Price, \$3.25.

J. A sailor, yes, but the very newest thing in sailor collars, for it is made of striped flannel—black and white—and carries the earmark of modishness also in its pinked-out edge. Price, \$1.50.



E. To achieve something new and chic, Fashion has taken Paisley silk, which has been engaging her attention for some time, has veiled it with white Georgette, and the charming result you may see above! The rich colors of the silks are dimmed to a most becoming tone, and the price of this prettiness is \$2.25.

K. Much distinction in the shape, more in the material, and, most of all, in the trimming of this charming set. It is made of an unusually heavy oyster white broadcloth, the edging being a most effective



M. Fashion is very faithful to the charms of the jabot, perhaps because of its universal becomingness to slender and stout figures alike. Here you may see it in delightful guise, pendant from beneath a large, round collar hemstitched and picot edged in black, most effective against the fineness of the Georgette of which the blouse is made. It is obtainable in flesh, maize, rose and ivory, and the price is \$5.00.

L. Just to show what a soft, heavy Crepe de Chine, cleverly manipulated tucks, and silk-embroidered dots and rings can do in the achievement of a distinctive blouse, here is a perfect marvel of dainty prettiness! And the back is just as attractive as the front, for the little square picot-edged collar falls in pretty folds over tucks and embroidery like those seen in the sketch. Procurable in white and flesh color, it is \$7.50.

A. The inevitable "something new" that everyone seeks, who wishes to choose a really distinctive Christmas gift? Then consider the claims of the very smart vest and collar of cream broadcloth sketched at the top. Its edges are bound with silk braid, the wee buttons are of white velvet, and in New York it's considered the smartest thing in neckwear. Price, \$4.00.

O. The woman who enjoys being well abreast of the modes would simply revel in the possession of a sweater coat like this. Like the rest of the group, it is a 1917 Spring model, is made of a closely knitted fibre silk, and is somewhat longer than the coats of last season. There's the demureness of a lawyer's bands about the triple-pointed white collar, but a most alluring jauntiness about the ensemble, and it is procurable in delightful shades of rose and blue, with white collar, cuffs and sash. Price, \$13.50.

Russian embroidery carried out in thick white wool, with yellow silk points, a glint of purple being visible in the interstices of the wool. Similar sets are available with rose or blue points, and some with big square collars. The price of the set is \$6.00, and the price of a collar alone, \$5.00.



N. If sweet simplicity be her bent, then do you think she'd like this blouse? It is made of crepe Georgette in artistic shades of maize, sky blue, also flesh and ivory. Its distinction lies in the little border of minute tucks hemstitched to the big, square collar, jabot and cuffs. And a most forceful attraction is the excellent value, for it is made of a good Georgette, and specially priced at \$3.95.

P. You cannot help but fall head-over-ears in love with this coat, for if you are not captivated by the novelty of the grey and black striped border, you must surely fall a victim to the delectable shade of melon and Saxe blue in which it is developed, and the grace of the enormous square collar (which, by the way, is bordered with black and grey also) will complete your subjugation. The coat is made of a good silk fibre in plain stitch, and the price is \$15.00.

B. "The little more and how much it is!"—For two colored revers and 4 white bone buttons are added to a round white broadcloth collar, and at once you have something that is smart and distinctive in the extreme—a collar (above) that will answer equally well on coat or dress. It is obtainable with French blue or rose revers, and the price is \$2.50.

C. A simple little sailor collar of cream flannel, but there's something quite extraordinarily smart about the inward-sloping lines of the back, and the effective trimming of the three lines of black and white silk soutache, with three black buttons at either corner. The price is an additional attraction, for it is only \$1.00.

Q. They may be discussing the rival merits of other sweaters, or just talking of the War, but one thing is certain—the lady on the left is eminently satisfied with her own coat—as who wouldn't be? An entirely new model of Milanese silk, it is gathered all round to a belt, one end of which is run through a slot in front and buttoned at the side. Other new features are the longer length, square hemstitched collar, close-set buttons and dropped shoulder. Colors emerald, rose, blue, gold, white. Price, \$17.50.

R. Admiring comments will surely follow the back as well as greet the front of the woman who is lucky enough to obtain this smart coat, for at the back you may see the exceeding grace of the very large square collar (in a lighter tone to match sash and cuffs), and a novel arrangement in the sash, which is crossed and held in rather high points by two buttons. Of knitted silk fibre in the new "sun ray" stitch, it is obtainable in rose and white, and gold and white. Price, \$16.50.

S. Smartness lies in the big square black and white striped collar, the deep cuffs and the white tassels of the sash, though it be but a simple coat of plain silk fibre. It is obtainable in black and white, rose and white, burnt orange and white, the price being \$15.00.



T. Surely in the days of the Empire, when the cult of the scarf was at its zenith, there was nothing more elegant than the scarf sketched above. There's a hint of the Oriental about it—not only in the exquisitely filmy white cotton crepe of which it is made, but in the "peacock's eye" spots and the charming line border, which are embroidered in chenille, in delightfully soft shades of rose and green. A similar design is obtainable embroidered in blue and yellow, and the price is most moderate at \$5.00. Embroidered with chenille in a floral design are other crepe scarfs at \$8.00.

U. Do you know someone who has a love for handsome laces? Then here is the very thing for her—this beautiful scarf of black Spanish lace—becoming in every inch of its 2½ yards. The design is remarkably effective, and though it rejoices in the unusual width of 32 inches, it is most moderately priced at \$12.50. It is one of a large family of black Spanish lace scarfs which are obtainable at the Neckwear Counter in fine scroll and heavy designs at prices ranging from \$3.75 (6 inches wide) to \$15.00. White Spanish lace scarfs range in price from \$4.00 to \$10.00.

THE T. EATON CO. LIMITED

12 Shopping Days Till Christmas

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Let the Shopping Service Help You

If by any chance you cannot come to the Store yourself, the staff of trained shoppers will undertake your Christmas shopping for you, or if you are in any doubt as to the selection of gifts, will write and offer suggestions. Should you live in town and wish to telephone your instructions, ask for the Shopping Service or Main 3501.

An Interesting Spot on the Fifth Floor is the Christmas Bazaar

The atmosphere of Japan pervades the Bazaar on the Fifth Floor, with its quaint booths and picturesque attendants. And there may be found the most unique Japanese puzzles, odd little banks with their secret panels, and, in fact, a host of novelties made by the clever Japanese people. Then, too, the big "Wishing Well" will be full of interest for the children, for there they will find both "Fusa in Boots" and the Teddy Bears! The following offer special attractions on Tuesday:

China Fruit Bowls, measuring 7½-in. diameter, decorated panel effect in Oriental colors, with gold traced edges; suitable for preserves, dry fruit, salads or bulb bowls. Each, 25c.

Holly Boxes, for Christmas presents. A large assortment of sizes. Prices ranging, according to size, from 3c to 20c.

Chocolate Novelties, made from chocolate in the shape of Santa Claus and Fusa in Boots. Each, 15c.

Christmas Crackers, containing hats, caps, toy jewelry, conundrums and answers; done up in neat boxes, 12 crackers to a box. Per box, 20c.

Circassian Walnut Frames for Photographs, 2 sizes, 5 x 7 in., 6 x 8 in. and 7 x 9 in. They have wood matt finished to match, with opening for postcard or cabinet size pictures. Each, 25c.

—Fifth Floor.