

Store Opens at
9 a.m.

EATON'S DAILY STORE NEWS

Store Closes at
5.30 p.m.Notable Price Reductions of Interest to the Well
Dressed Woman---Featured To-dayAfternoon and Informal Evening Gowns Reduced to
\$25.00

THE EVENING GOWNS are of that smart, endlessly-useful type fashioned with skirt of crepe de Chine in some rich tint of taupe, tango or mahogany, and bodice of filmy shadow lace, a Frenchy hand-made rose reposing in front on the wide girle of the crepe de Chine—frocks that are durable as they are chic and dainty. The afternoon gowns are widely diverse in design and color, including models in charmeuse, crepe de Chine, and Canton crepe, all charmingly made in draped and Russian blouse effects, prettily supplemented with chemisettes of lace or net. Among the number are also a group of smart simple little gowns in dull black crepe de Chine, suitable for mourning wear.

This is a special attraction for to-day in the Costume Department, every gown in the offering being greatly reduced at the uniform price of \$25.00 each.

—Third Floor, James St.

Velvet Suits at \$17.50--
Most of Them Half-price
and LessSome of the
Stirring
Bargains
For To-dayChildren's Warm Teddy
Coats, 88c

This is a 3 o'clock rush offer for Wednesday that has never been equalled in the infant's Wear Department. There could hardly be a better coat for the cold, frosty days, for they're soft, woolly and warm. One of the best manufacturers in the country made them; he had a quantity on hand and new goods were piling in, so he simply had to get rid of these. We took the lot, and you can buy them on Wednesday at a price that would not pay for the actual work on them—and would not nearly pay for the material used. They have fairly large, round collars; are double-breasted; lined with good quality satin. Colors are navy, black, red and tan. Ages six months to two years. Rush price, each, 88c. —Infants' Wear Dept., Third Floor, Queen St.

Damask Table Cloths, at
Remarkably Low Prices

They are called "Seconds," these pure linen tablecloths, because the eagle eye of the mill examiner detected slight imperfections. A dark thread or spot—and out they were marched. Seconds, though on looking them over you would have trouble in telling why. Nor are their wearing qualities affected, but the price concession allowed by the manufacturer enables us to offer them much less than usual. The cloths are made of stout Scotch linen, splendidly finished with satin damask designs of tulips, orchids, rose wreaths, etc. In three grades. Size 2 x 2, 2 x 2 1/2, and 2 x 3 yards. Sale price, each \$1.50. Size 2 x 2, 2 x 2 1/2, and 2 x 3 yards. Sale price, each \$1.50. Size 2 x 2, 2 x 2 1/2, and 2 x 3 yards. Sale price, each \$1.50. —Second Floor, James St.

Warm Comforters, a Rush
Sale, at \$1.75

These comforters are made of strong silkoning, in light and dark shades of pink, grey and green grounds, with floral patterns and they are well filled with light, clean cotton eiderdown. Size 72 x 78 inches. Extra value at the sale price, for Wednesday—\$1.75. —Second Floor, James St.

Axminster and Wilton Squares,
Greatly Reduced in Price

Splendid, serviceable floor coverings, woven with a deep, rich pile and in pretty soft colorings that will look well in any room. Oriental medallions and silhouettes, and other designs. Size 9 x 10 ft. 6 in. and 9 x 12 feet. These rugs have a richness of appearance far and away beyond Wednesday's prices. Semi-annual Sale, \$24.75. —Fourth Floor, James St.

The Peerless Family Food
Chopper, Sale Price at 76c

The Peerless is a family size food chopper, has five cutting plates of different size, which are used according to directions for cutting meat, vegetables, bread, cheese, apples, etc., etc. Semi-annual sale price, each 76c. —Basement.

Traveling Bags, a \$5.00

Here is a club bag offered at greatly reduced price—a smart black traveling bag, full leather lined and with inside pockets and brass look—very fine clasp. Price of \$5.00. Extra value at the sale price, for Wednesday. Semi-annual Sale Price, \$3.00. —Third Floor, Queen St.



AND SMART LITTLE COSTUMES they are—some of them in Russian blouse designs, with soft facings of silk, or ornamentations of silk braid, others in plain tailored styles. Good quality velveteen and corduroy are the materials, the selection in color including brown, black, hunter's green, and navy blue. The coats of all are beautifully lined, some of them trimmed with fur. Sizes range from 32 to 42. The offering represents a Semi-annual Sale clearance and means a sweeping price reduction on every suit. Most of them were formerly double the price, some of them more than double. For to-day all will be marked at \$17.50.

—Third Floor, James St.

Limoges China Dinner
Sets at \$15.50

VERY PLEASING in shape and decoration—the latter a faint brown border design with garlands of very tiny pink roses and leaves; handles and edges gold traced. Set consists of 12 each bread and butter, tea, dinner, soup plates, napkins, cups, saucers, 3 platters, 1 each baker, gravy and stand, cream, covered sugar and 2 covered vegetable dishes—87 pieces in pure white brilliant glaze. Semi-annual Sale price, \$15.50. Ten-piece Toilet Set of English ware in clear white finish, decorated with pink roses, yellow wall flowers and green foliage, also mauve petunias; in clear white finish, decorated with pink roses, yellow wall flowers and green foliage, also mauve petunias; deep basin, mug, brush-holder, covered soap with strainer. At Semi-annual Sale price, set, \$2.50. —Basement.

flower transfers on black stippled background; gold traced edges and handles. Covered chamber, large and small jug, deep basin, mug, brush-holder, covered soap with strainer. At Semi-annual Sale price, set, \$2.50. —Basement.

Fine French Lingerie at Half-price--Also Satin and
Crepe de Chine Undergarments

A Grand Semi-annual Sale Clearance of High-grade Underwear

IT IS LINGERIE of the most fashionable and attractive type. There are combinations and petticoats in crepe de Chine, princess slips in satin, and all manner of undergarments in French nainsook, embroidered and sewn by hand. The collection has been gathered together for to-day's selling, every price being exactly half of the regular amount. As, for instance:—

Princess slips in pink and blue satin, half-price for to-day, from \$2.75 to \$5.00.

Combinations—corset cover and drawers—in pink, blue and white crepe de Chine—half-price to-day, at \$5.00.

Petticoats—in fashionable narrow width—in pink and blue crepe de Chine, edged and inserted with shadow lace. Half-price to-day, \$2.75 to \$5.00.

And, then, in French nainsook, with scalloped edges and dainty hand embroidery:—

Combinations—drawers and corset cover—half-price to-day, \$2.25 to \$15.00.

Princess slips—half-price to-day—\$2.25 to \$9.00.

Drawers in umbrella and knicker styles—half-price to-day—75c to \$2.50.

Corset covers—half-price to-day—\$1.13 to \$3.50.

Night gowns in slip-over style—half-price to-day—\$1.25 to \$30.00.

—Third Floor, Queen St.

Mink-Marmot Coats at
\$69.00

SO COSY and smart-looking for motoring or driving—so invaluable as a general Winter wrap for afternoon or evening wear—these mink-marmot coats make particular appeal at this special Semi-annual Sale price—many dollars less than usual. They are 50 inches long, made from selected marmot skins in a rich mink shade; have semi-fitted back, straight fronts, with border of self around the bottom, and large shawl collar and cuffs of Isabella coon. Semi-annual Sale, \$69.00.

The Sale's notable value-giving in women's Persian lamb coats includes 52-inch garments, made from the very finest of skins, beautifully styled, with semi-fitted back, fronts slightly cutaway, long roll shawl collar and deep cuffs; rich satin lining. Price, \$295.00.

Mink stoles of dark Canadian skins, some with plain round backs, wide on shoulders, and stole fronts trimmed with tails; others in fancy effects and trimmed with heads, tails and paws. Greatly reduced. Semi-annual Sale, \$50.00.

Mink muffs of dark Canadian skins, and both sides the same, showing five distinct stripes; some plain, others trimmed with tails; curtain ends, down bed, and wrist cord. Greatly reduced. Semi-annual Sale, \$50.00.

Persian lamb muffs, large Empire style, down bed and wrist cord; black silk lining. Semi-annual Sale, \$13.95.

Persian lamb ties to match muffs above. One style in butterfly effect; another shaped with tab ends. Semi-annual Sale, \$7.50.

Mink-marmot stoles, 60 inches long, plain round back, wide on shoulders, four-tab fronts with four tails and eight paws; brown satin lining. Semi-annual Sale, \$5.75.

—Third Floor, Yonge St.

You
were
inquiring

M. Mc. M.—Memory, letter cabinets, and newspaper files all fall in locating that bygone inquiry of yours, and my reply thereto. Thousands of people have written and been answered since August, and what those "three lively little books" were, I am afraid I cannot remember. But I can tell you of several that answer the description. There are The Laine Dog's Diary and The Adventures of Christina McNab—delightful little stories by Miss MacNaughton, priced 15 cents each; Daff Days, by Nell Munroe, at 25 cents; Vestry of the Basins, by S. P. McI. Greene, at 50 cents; Penelope's Progress, by K. D. Wiggins, at 50 cents; Mr. Pratt, by T. C. Lincoln, at 50 cents, and Molly-Make-Believe, by Elanore Halliwell Abbott, at \$1.00. I know all the little yarns well, and am sure you would enjoy them.

Thank you for your nice note—and a Happy New Year!

M. McG.—Would you object to a few harmonious streaks of green and pink meandering through the blue and white? If not, there is a Colonial rag rug, that should suit your purpose well—size, 3 by 15 feet, priced \$12.00.

Was that "Sirs" a mere business formality, or did you think it really fitted the "Shopper" and me?

The Scribe

Scissors, Knives,
Razors, Etc.
Sharpened
Jewelry Repair
Department
Third Floor, James and A. Hart
Streets

Men's Dress Suits

Also Smart Accessories

GAUITY IS HUGGING the Old Year as it goes out, and is ready to throw its arms round the New Year as it comes in—surely there were never before so many social doings of a formal and informal kind. Woe betide the man with the shabby dress suit.

Wherefore, it behooves one to draw attention to the smart evening clothes being featured at the present time in the Men's Clothing Section. All are designed according to authentic mode. To mention a few of the popular lines in suits:—

Dress coat and trousers in extra fine English vicuna of soft finish, beautifully tailored and lined, the coat lapels faced with heavy silk. Price, for coat and trousers, \$35.00.

Dress coat and trousers in fine English vicuna, skillfully tailored, the lapels faced with good quality silk. Price, for coat and trousers, \$30.00.

Dress coat, trousers and vest in soft vicuna cloth, tailored along best approved lines, the body of coat lined with silk, and the lapels faced with corded silk. Price, for suit complete, \$27.50.

Evening dress waistcoats in white pique, Marseilles, in stripes and fancy weaves, in single-breasted styles, finished with lapels—beautifully cut and finished. Priced from \$2.50 to \$10.00.

Opera coat—a loose-fitting top coat that is a marvel of fine tailoring. The material is a soft English black vicuna cloth, lined throughout with silk, the lapels faced with silk, with collar and cuffs of black silk velvet—cut with wide flaring skirt, and left without buttons or buttonholes. Price, \$45.00.

—Main Floor, Queen St.



THE T. EATON CO. LIMITED