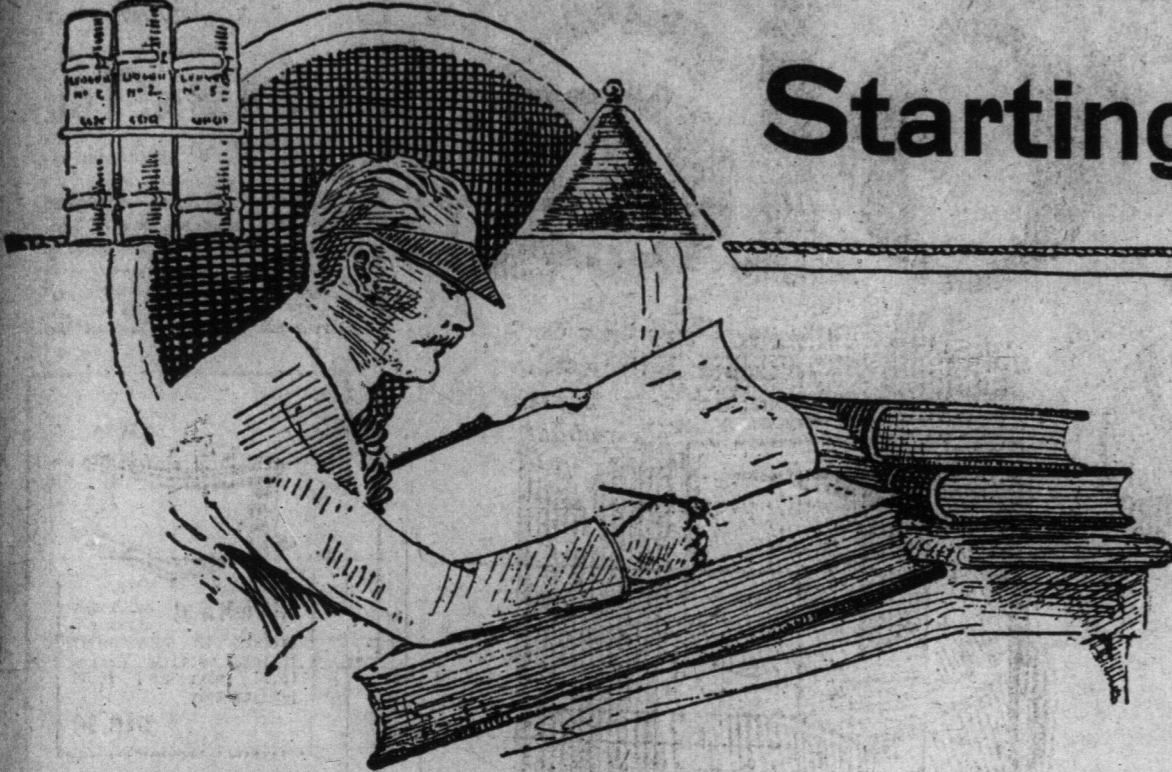


EATON'S DAILY STORE NEWS

SAVE TIME—SHOP WITH A TRANSFER CARD. Ask for a Transfer Card when you make your first purchase; each purchase is then added. You pay total at Pay-in Station, Basement.

Starting the New Year Well in the Office

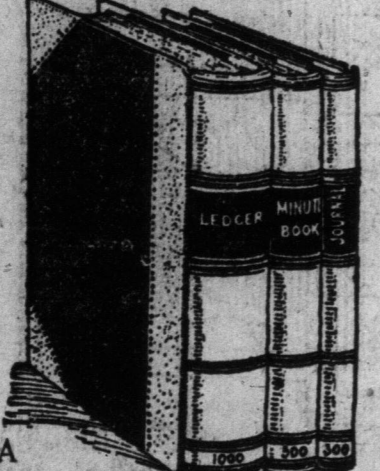
THE STORE'S CONVENIENCES. The Waiting and Rest Room, Third Floor; the Information Bureau and Post-office, Main Floor; the Free Parceling and Check-out Desk, in the Basement.



Here Are Files, Ledgers, Account Books and Calendars You'll Need for 1918—Ink, Pens, Pencils and Sundry Supplies as Well. Consult this Page in Making Out Your List of Needs.



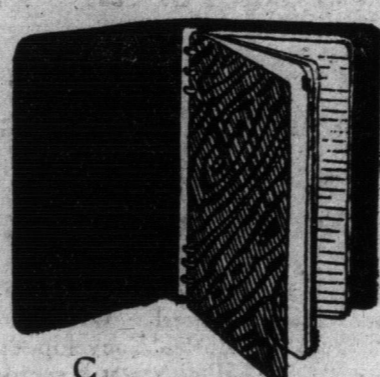
If Your Office Is Out of Town
Or for any other reason you cannot come to the store to procure, personally, any of this stationery described on today's page, address your order to the "Shopping Service," and it will be carefully and promptly filled.



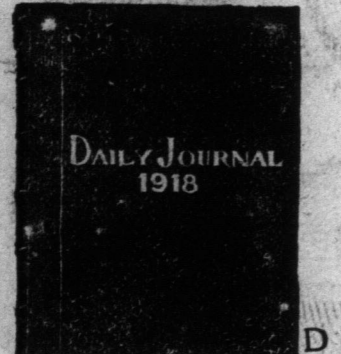
A. The three books above, Ledger, Journal, and Minute Book, are bound in board back, with sheepskin corners and binding. The prices are \$1,000 pp., \$2.25; 500 pp., \$1.35; 200 pp., 85c.



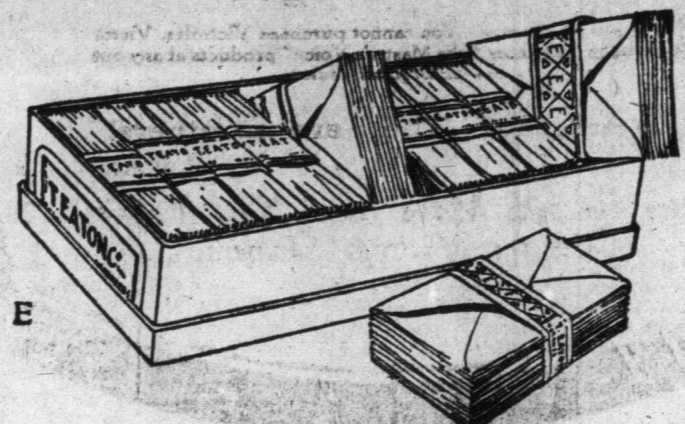
B. "The Archive File," which is sketched here, is particularly simple and efficient, with complete index of dates in front, and alphabetical index beneath. It has back of wood, and is equipped with a perforator which punches the letters before they are slipped on the file. The price is \$1.00, or without punch, 75c. Other files of well-known make are priced thus: Peerless or Hoozier box files, 40c; Falcon files, \$1.00; Ottawa files, 50c, and canvas files, \$2.00 and \$3.00. Binding cases may be had at 40c.



C. The business man appreciates to the full the convenience of a loose-leaf memorandum or notebook. This is an especially good example, being unusually thin, so that it slips easily into the pocket, and also being equipped with loose-leaf alphabetical index and 50 memorandum sheets. With black leather binding it is priced from \$1.40 for the 2 x 4 inch size to \$2.70 for the 6 3/4 x 3 3/4 inch size. That illustrated measures 6 x 3 1/2 inches—price, \$2.40.



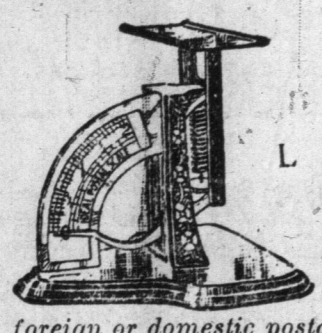
D. A Daily Journal for 1918, equipped with calendar, "Sterling Exchange" table, legal weights and measures table, list of branches of banks in Canada, copyright and patents in Canada, list of chartered accountants in Ontario, law of intestates' estates, Ontario, and Postal information. This, with cloth cover and leather binding—three days to a page, costs \$1.00. Other journals cost \$1.35, \$1.60, \$1.90 and \$2.25.



E. This box contains 250 smooth finish envelopes of the average commercial size, technically known as No. 7. They are priced at 50c a box, or \$2.00 per thousand. Other qualities in the same size may be had in boxes of 500, at \$1.30 and \$1.70 per thousand. Bond envelopes, in boxes of 500 are \$3.75 per thousand.



G. The old reliable "Stafford's Office Mucilage," with its strong adhesive properties and "easy flow." In the quart bottle, as illustrated, it is 75c; with smaller bottles ranging in price from 5 cents upward.



L. An immensity convenient article in any office, and indispensable in most, is a letter balance scale as this. It will weigh correctly any letter or parcel up to two pounds, and gives full information as to postal rates for foreign or domestic postage. The price of this is \$2.25. Other types of letter scales may be had at \$1.25 for half-pound scale, \$1.85 for 1 pound, and \$3.50 for 4-pound size.



H. This Counter Book, which has covers of canvas over heavy cardboard, is priced at 20c. Larger sizes in the same binding are 25c and 45c each.



J. This desk calendar is a model of convenience and simplicity. For every date slip there is a blank memo slip. The frame is strongly made of nickel plate. Its price is 75c complete. Other desk calendars range in price from 15c to \$1.50 each.



K. "Stafford's" commercial ink is far-famed as one of the most satisfactory inks for home as well as office use. It may be had in most convenient bottles, with patent device for pouring, which regulates the flow of ink, and absolutely eliminates dripping. Either "blue-black" or "jet-black," the price is 50c for half-pint bottle, 50c a pint, 75c a quart. Stafford's red ink, in similar bottles is 50c a half-pint and 75c a pint.



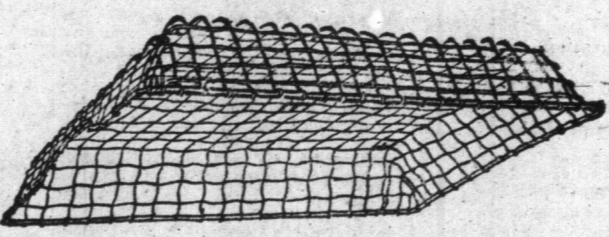
M. The necessary cash book is to be had in various sizes and bindings. That illustrated is 6 x 9 inches in size, bound in "skiver cloth," price 60c.



N. Books such as this, for keeping a record of bills receivable or payable, have cloth binding and cardboard covers. They are 25c each.



Q. Lead pencils of well-known makes are featured in all grades, particularly H.B., most satisfactory for general office use. Prices are 15c, 30c, 35c, 40c, 50c, 60c and \$1.00 a dozen, according to their quality. Those illustrated are 35c a dozen.



O. The indispensable wire tray for letters and documents of every kind. As illustrated, price 35c. Other prices are 75c for 2-tier tray, \$1.10 for 3 tiers; and \$1.55 for 4 tiers. Trays of oxidized iron are 45c and \$1.65.



R. And not forgetting that mighty trifle, the Pen Nib. It may be had in all its countless forms—1's, J's, 20's, ball-points, etc. The pens in the box illustrated are the well-known "Spencerian" brand, famed for the smooth writing qualities and strength of its pens. The box contains one gross, price \$1.10. Other pen nibs are priced at 65c, 75c, \$1.10 and \$1.50 the gross.

You were Inquiring:

"Suse."—The prospect is rather discouraging, isn't it? But a can or two of paint, a little imagination and a good distinctive chintz should work wonders. That varnished mantelpiece will lose half its horror if you banish the top entirely and paint the remainder black. I should also paint the woodwork and furniture black, put sand color paper on the walls (the inexpensive oatmeal paper is ever a friend in a time of decorative need), and a plain amber color rug on the floor. This amber color should be the dominant note in the chintz, allied with rose and blue, if possible—a design that verges black at either side of the fireplace. If the scheme appeals to you, the Shopping Service will send you samples of cretonnes, prices and sizes of rugs, etc.

M. A. B.—Clara Butt is one of my favorites, too—such a splendid, heroic-looking creature, isn't she? Have you her record, "Abide With Me"? One of her best, I think. If you are keen about simple songs of the old school, you would love "The Brook," sung by Alma Gluck. She and Louise Homer are a great joy in the familiar "Barcarolle," from "The Tales of Hoffman." Of course, you must have one or two Misha Elman's; Schubert's "Ave Maria," Beethoven's "Minuet," and "Meditation," from "Thais," are things. You will find the numbers and prices in your Victoria catalogue. If you bought your machine in the department here your name will have been put on the mailing list, and the pamphlet of new records will be sent to you each month. If not, send your full address, and we shall see that it is added to the list.

Mrs. McK.—By all means, develop the idea for the hardwood floors—the only really right beginning to any furnishing plan. They can be laid in an old house very easily—over the old floor. When you make up your mind about it, telephone to the rug department and they will be sent to your house to take the measurements and give you estimate.

The Scribe

Fumed Oak Bookcases Reduced to \$25.00

THE POLICY of the Department not to keep goods after a certain length of time, is responsible for an ever changing variety, and it's also responsible for many interesting bargains, one of which in particular being these bookcases at \$25.00. These are the wide, lower type of bookcases, so suitable in breaking up wall space, and the books are easy of access. They are made of cut oak in fumed finish, have 46 inch extension top with top ornament, and are divided in the centre, 5 adjustable shelves on either side. Two glass doors with locks give protection against dust. Special clearing price, 12 only, each \$25.00.

T. EATON CO LIMITED

Vertical text on the left edge of the page, including various small advertisements and notices.