

EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street
Orders are order boxes where orders or
instructions may be placed. These
boxes are emptied at 8.30, 9, 10 a.m.
and 1, 4 and 4.40 p.m.

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.

THE FORMAL SHOWING OF FASHIONABLE WINTER HATS

WILL TAKE PLACE ON WEDNESDAY AND THE DAYS FOLLOWING, WHEN THE MILLINERY DEPARTMENT WILL INTRODUCE TO YOU THE MODE OF THE COLD WEATHER SEASON AS LATELY LAUNCHED IN PARIS AND NEW YORK, PRESENTING A DELIGHTFUL ARRAY OF

FUR AND FUR-TRIMMED MODELS

—Reproductions and Original Creations From Our Own Workrooms, Together With a Host of Importations From Such Master Milliners as

LOUISON SAGET BENDEL
MADELINE RAWAK BRUCKWEISS

In which you are offered a choice of designs for every need of formal and informal wear, the collection ranging in style from the little cap-like toque of Kolinsky, of all-the-day-round usefulness, to the picturesque tea-party hat with wide brim of lace and crown of fur.

SIMPLICITY WROUGHT OUT IN THE LUXURY OF FUR AND BROCADE

—this is the keynote of the display, the collection proclaiming the ruling vogue of the close-fitting turban of Hudson seal (seal rat), moleskin, dyed squirrel, satin or cloth of gold, with trig mount of burnt feathers or pom-pom of fur.

(Below.) Suggestive somewhat of the old bushy of the French Grenadier, in its form and a very smart headress it is for the winter costume of milady of 1917-18 — developed in black hat-ter's plush, with high mount of brown fox. This is a Rancal model — price, \$18.00.

This see cap-like toque manages to radiate an immense amount of elegance and style. Fashioned of brown blended squirrel, its "wings" are of burnt ostrich. A Bendel model — price, \$70.00.

Turquoise blue satin, brocaded in silver, composes the crown of this Rawak model, with moleskin forming the brim, and a silver ornament serving by way of finishing touch. Price, \$40.00.



Imagine the soft loveliness resulting from nigger brown velvet combined with Kolinsky fur — which Bendel achieves in this model to the right. Price, \$75.00.

The "Bustle" hat — a Rawak model — developed in black velvet, with Frenchy little Watousque pasties adorning the band of blended squirrel fur which runs round the crown. The bow of moire ribbon which falls over the hair at the back is a combination of black and old blue. Price, \$27.50.

Figuring also in graceful beauty is the wide-spreading picture hat, with brim of transparent gold or silver lace, or velvet in the new caracule finish, or of cloth of gold or bronze combined with fur.

AND BY WAY OF NOVELTY—THE BUSTLE HAT.

There are many examples of it—the piquant little back-tilted hat made familiar to us by Watteau, Lancret and other artists of the eighteenth century, which comes back to us for wear with the bustle costume of current vogue.

And, noticeable feature of the showing—the sombre rich coloring: taupe, nigger brown, elephant grey, navy blue and black.



Wednesday "Special" in Fur Hats at \$9.50

THIS price attraction offers a close-fitting turbans, jaunty little cap-like toques, tricorne and wide-brimmed picture hats, fashioned in fur, satin, velvet and cloth of gold or bronze. Included, too, is the modish "bustle hat." They have been fashioned especially for the Formal Showing of Winter Millinery, and represent exceptional value at Wednesday's price of \$9.50 each. —Second Floor, Yonge St.

Make Use of the Overseas Depot

Gathering together comforts and establishes for your Christmas packages for soldiers or sailors overseas, you will find this new Depot of great assistance. For here are assembled innumerable things that are suitable for sending to the man on active service. You may thus select your whole order at the one place — sweets, wearables, cake, writing materials, toilet accessories, etc., etc. Arrangements may also be made here for the packing and shipping of parcels.

New York Dresses On Sale Wednesday, at Unusual Price of \$45.00

A Special Purchase of Afternoon and Informal Evening Gowns to Be Placed on Sale at 10.30 a.m. SOME of these are faithful copies of Paris models. Others are original designs of New York dressmakers. They are fashionable, attractive gowns, developed by skilled fingers in such modish fabrics as Georgette crepe, charmeuse, crepe de Chine, moire silk and the ultra-popular serge. Afternoon gowns, semi-evening gowns, street dresses—all these will be found in the offering. For example: A tea party frock in elephant grey Georgette crepe. A dinner dress of black with overdress of black net. A dress in black crepe de Chine embroidered with dull jet—for mourning wear. An afternoon dress in purple Georgette. And many tailored models in navy blue and black serge. Narrow skirts, flying panels, tunics, surplice bodices, shawl collars, heavy silk embroideries—such and sundry features of the new mode are in strong evidence. The dresses will be placed on sale on Wednesday morning at 10.30 o'clock, every model many dollars less than the usual price, at \$45.00. —Third Floor, James St.

A WHOLE GALAXY OF BLOUSES POPULARLY PRICED AT \$7.50

A COLLECTION OF NEW YORK DESIGNS IN GEORGETTE CREPE, CREPE DE CHINE, AND CHIFFON IN GREENS, BROWNS, BLUES, GREY AND BLACK TO MATCH YOUR SKIRT, AND IN THE PINKS, YELLOWS, MAUVES AND WHITE THAT YOU CHOOSE FOR THE SAKE OF DAINTESS—MATERIALS OF BEAUTIFUL QUALITY, AND CUT AND FINISH UP TO THE HIGHEST STANDARDS OF BLOUSE-MAKING.



C. Here is a smart chiffon model that is ready to make a complete costume of any green, navy blue, black or purple skirt. For these are the colors in which it is procurable over white chiffon, with vesture of white tucked Georgette crepe and modish shawl collar and cuffs of white satin. Price, \$7.50.

A. Crepe de Chine in a luscious peach pink composes the blouse with which we begin our story. With hemstitching and embroidery in self-tones by way of ornamentation, it is simple but not severe. The same model may be had, too, in flesh, maize and ivory. Price, \$7.50.

B. If you sigh for a plain shirt-b blouse, behold a veritable little beauty in this model directly above. To begin with, the material is ivory white crepe de Chine, with a delightful cross-bar weave, the same being cut and tailored with a very perfection of style and stitchery. The three buttons which fasten the front are of the baroque pearl type. Price, \$7.50.

G. When it comes to this blouse at the right, its attractions are legion. Made of Georgette crepe, it may be had in a whole array of fashionable tints—rose, flesh pink, white, maize, navy blue, grey, balsam green and black. The embroidery calls for special notice, being accomplished in an odd and interesting manner, with beads and self-tone silks, and a hemstitched hem in some softly contrasting shade edges collar and cuffs. Price, \$7.50.



D. Search far and near and it's not likely you'll find a daintier concoction of a blouse than this one of Georgette crepe, with its collar and cuffs of white satin. Pin tucks and embroidery make for its further attractiveness, and a choice of ivory white and flesh pink is afforded in the way of color. Price, \$7.50.

E. A demure pewter grey blouse is this one marked "E." It is of Georgette crepe, the embroidery in self shade of silk being applied in sou-tache braid fashion. It is a model which may be had, too, in black, maize, flesh pink and ivory. Price, \$7.50.

F. Heavy flesh pink crepe de Chine, embroidered in white, is responsible for the vast amount of charm in this blouse on the girl with so pensive an air. It is beautifully cut and finished, the front being button-holed along the edge. It may be had, too, in ivory white and in black. Price, \$7.50.

Christmas Parcels For Soldiers

If you live out of town send for the little booklet, "Gifts for the Boys in Khaki," in which are suggested parcels made up from lists that have been found most popular with the soldiers, the amount of transportation being given in each case. Mail the address of him to whom you wish the parcel sent, remit the amount necessary, with any enclosures you care to make, and the Overseas Depot will return a receipted card and take full charge of the parcel, wrap it properly, sew it in burlap or box it, as needs be, and see to the shipping. All of which orders should be addressed to "The Shopping Service." —Second Floor, Albert St.

Out-of-Town Readers

If you cannot come to the Store to choose personally any of the hats, blouses or frocks that are described on this page, address your order to the "Shopping Service," and it will be carefully and promptly filled.

T. J. M.—A brown rug so often takes a "no compromise" sort of attitude. It is impossible to persuade it to slip into a green, blue or any other scheme of decoration. One has generally to reorganize the whole room to suit it—which is, doubtless, what you will have to do in your dining room. What would you think of buff color walls (oatmeal or stippled paper), with curtains of brown casement cloth (the tone in the rug you like best), or of brown Venetian rope, which is a trifle heavier? To relieve the leathery brownness of the scene you might have the chairs covered with old blue repp, using the same for the runner on the table, and cover the lights with shades of coppery yellow or flame color silk. Can you visualize the prospect? As for your proposed alterations to the fireplace, one would endorse the cement idea. The only difficulty with the use of red brick is that of assimilating the color when it comes to furnishing the room. And, by the way, if you want to make the ceiling look higher, use a striped paper—in self-tones of buff.

N. E. S.—Well, chocolates, for one thing. A Nursing Sister, writing from France the other day, said she had been pining for the taste of some good sweets. If you put nothing else into your box, a couple of pounds of nut and hard centres would be certain to make for Christmas cheer. Handkerchiefs, gloves and stockings of the kind she likes best are also sure to prove acceptable.

"Strey Locks."—The change in the hair-dressing parlors for electrolysis is \$5.00 an hour. It is regarded as a permanent remedy.

"Bluebell."—Don't imagine you would care for the combination of grey and Circassian brown. Old ivory or biscuit color paper would blend in much better with the walnut, and supply, at the same time, a happy background for the rose curtains. If you will let us have your address samples of wall papers in these tones will go off to you at once.

"Mother o' Mine."—It is a mystery that is easily penetrated. What he refers to is, without doubt, the high, oil-tanned boot, known, officially, as the "trench boot." The Palmer-McLennan is one of the best boots of this type in the world, so you may feel quite sure that "Boy Beloved" will approve of your choice. A great many pairs are being sent from here to France all the time. It is a hand-made boot, hand-welted, and may be had in sizes 6 to 11. The price is \$17.00. Cheerio, as they say over there—prave, marvellous things that they are. THE SCRIBE.

THE T. EATON CO. LIMITED