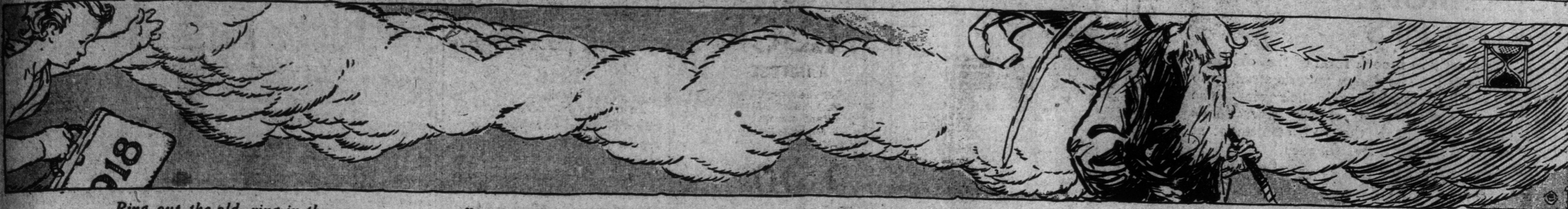


EATON'S DAILY STORE NEWS

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

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.



Ring out the old, ring in the new,
Ring, happy bells, across the snow!
The year is going, let him go;
Ring out the false, ring in the true.

Ring out the grief that saps the mind
For those that here we see no more;
Ring out the feud of rich and poor,
Ring in redress to all mankind.

Ring out a slowly dying cause,
And ancient forms of party strife,
Ring in the nobler modes of life,
With sweeter manners, purer laws.

Ring out false pride in place and blood,
The civic slander and the spite;
Ring in the love of truth and right,
Ring in the common love of good.

—Tennyson

Store Remains Closed Tuesday---New Year's Day These Goods on Sale To-day---Monday

Stockings of Silk and Stockings of Wool Do You Like Her New Collar and Cuffs?

Of Both There's a Splendid Assortment at the Hosiery Circles, and Here We Feature Certain Weaves Which Are Serviceable and Moderately Priced.

Made of Embroidered Pique, They've Just Arrived With the Authenticity of One of the Foremost Designers of Neckwear in New York.

MORE THAN EVER now, when woman's activities afoot have mightily increased, the neatly fitting stocking is a matter to be desired from the points of view, both of comfort and appearance. Described below are certain styles which should appeal on both scores.

NO WONDER the lady looks pleased with the experiment, for they are the successful result of an attempt of la Mode to combine the dainty with the practical.



First the circular striped stockings which are so very modish. These can be obtained with either narrow or wide stripes, in such effective combinations of colors as red and white, gold and white, green and bronze, navy and white. All have lisle spliced heels, toes, and soles, and deep garter welts. Price, \$1.75 a pair.

And there's a certain piquancy about this treatment of pique as well as about the long narrow shape which makes such a set a most desirable embellishment for the popular tailored dress. The material is very fine, the embroidery being carried out in embroidery floss, the set illustrated showing one of various open-work designs. The price of each set is \$1.50.



Something very new and delectable in neckwear are dainty collars of colored Swiss organdie. Their colors strike such a charming note of novelty which coming in the middle of the "dead" season appeals most forcibly. In shape they follow the popular sailor styles, some with tapering, and these are finished with tucks—others with Tuxedo fronts, but most of them are in two colors—pretty shades, too! Some have wide hemstitched borders, and show such effective combinations as emerald and biscuit, old blue and navy, heliotrope and mauve. Pale pink, saxe blue and rose are obtainable, also a white collar with embroidered edge. Price, 50c.

Very strongly recommended for serviceable-

Crepe de Chine Scarfs and Squares

Very smart—a pretty useful piece of neckwear that any woman would be glad to have—is the new Dorothy scarf. It is made of heavy crepe de Chine—double—with silk fringe at the side, and is obtainable in many pretty colors: rose, blue, purple, champagne and black. Price, \$4.00.

Crepe de Chine Squares are also very new and effective. They have hemstitched hems, and can be obtained in rosebud pink, and white. Price, \$3.75.

—Main Floor, Yonge St.

Headgear for the "Outdoor Girl"

A Splendid Array of Brush Wool Caps Crocheted Tams and Skating Sets.



WINTER is really here! And it's hey for skating, for tobogganing, for skiing and the other sports that the Canadian girl delights in! So the subject of suitable headgear and of warm, cosy scarfs to match, is one of paramount importance. And that both can be immensely becoming you'll readily gather from the splendid display in the centre of the Millinery Department. The colors are charming, running the whole gamut of rose, purple, mahogany, green, blue, many of them in striped effects, some combining two colors (and these last are a splendid solution if you find your sweater coat difficult to match). There are numbers of little caps in brushed wool, some in round style, some with two little ears like a brownie's cap, buttoned over the sides, some with a single ear. There are also hoods, with neckpiece attached, and caps, with tam crowns, at prices ranging from 75c to \$2.50.

Very chic are crocheted tams, finished in real tam o' shanter style, with a pom-pom at the top. These are very jaunty, as owing to the way in which they are made they can be worn at any becoming angle. Pretty little caps, also crocheted, are grouped with these, and are special value at \$1.75.

All sorts of new shapes in caps are to be seen in skating sets, some of brushed wool, some of plain wool. There are helmet-like caps, little plain, round caps and tams, with scarfs to match in plain and striped effects, at prices ranging from 95c to \$7.50.

—Second Floor, Yonge St.

T. EATON CO LIMITED

Recent Victor Records Which May be of Interest to You.

18880	Hawaii, I'm Lonesome—Aloha Land, Hawaiian Waltz.
18881	American National Airt, Piano Accordion, by Pietro.
18882	Patriotic Airt of Allies.
18883	Avalon—Sterling Trio.
18884	Underneath the China Moon—Campbell and Burr.
18885	For You a Rose—Medley Fox Trot.
18886	Mondaine Waltz—Smith's Orchestra.
18887	More Candy—One Step.
18888	It's a Bird—Fox Trot, Conway Band.
18889	Last Rose of Summer (Victor Red Seal), by Amelita Galli-Curci.
18890	Good Night, Little Girl, Good Night, and Blush Rose (Victor Blue Label).
18891	Sing Me Love's Lullaby (Victor Red Seal), Francis Alda.
18892	Quartette in E Flat—Allegro, by Elman String Quartette (Victor Red Seal).
18893	Smiles and Chuckles—One Step Comedy Four—One Step, both by Six Brown Bros., Saxophone Sextette.
18894	Where the Morning Glories Grow—Elizabeth Spencer, with Sterling Trio.
18895	My Sunshine Jane—Sterling Trio.

—Musical Instrument Dept., Fifth Floor.

Brussels and Wilton Rugs Much Reduced in Price

The Brussels Rugs are heavy and well woven in an excellent assortment of designs for sitting-rooms, dining-rooms and bedrooms. They are mostly in small, conventional patterns, and include two-tone green, with a touch of brown, tan ground with red and green, fawn, brown and green, and two-tone grey. Size 6' 9" x 10' 6". Reduced price, \$14.50.

English and Domestic Wilton Rugs of very good quality also offer a splendid variety at unusually low prices. Many of the patterns are discontinued, as the mills are now engaged in the making of war supplies. Included are Oriental and conventional designs in many colors. A splendid opportunity to save considerably on the price of a rug.

Size 6' 9" x 7' 6"	Special . . . \$31.00
Size 6' 9" x 9'	Special . . . \$36.50
Size 9' x 10' 6"	Special . . . \$57.00

—Fourth Floor.

Perfectly Adorable Frocks for Misses

Showing the Extreme Distinction of Simplicity of Line and Beautiful Materials as Expressed in the Mode for the Girl in Her Teens and Just Out of Them.

THEY ARE dresses that would bring a thrill of pleasure to any girl, daughter of Eve—delightfully girlish, winsome bits of prettiness, with the chic simplicity that both Fashion and good taste enjoin upon us, and which the practical girl insists upon even in her most festive gowns.

The materials are soft and supple satins, charmeuse and Georgette and crepe de Chine for the most part, and it is in the lowly things—bead and metallic embroideries and



There is a most effective dress of black Georgette over satin, the flying panels of Georgette, both on the front and back of the skirt embroidered in a very pretty design in silver. The front and back of the bodice are embroidered with silver; there is a little crossed vestee of white Georgette, and the wide satin girdle ties at the back. Price, \$80.00.

A lovely, joyous-looking gown is made of the softest of charmeuse in a new cyclamen red, with a hint of rose in it. Its bodice crosses over a Georgette vestee, and ends in a sash at the back. It, as well as the bell sleeves of Georgette, are edged with bead embroidery. The skirt shows a pretty pleated panel of Georgette in front. Price, \$60.00.

A dress that a dark girl would look well in is made of khaki Georgette, with one of the new frilled collars embroidered in Chinese effect, with metallic thread and old rose silk embroidery that is repeated on the folded bodice and on the bottom of the pointed tunic. Price \$65.00.

Georgette over satin is responsible for a beautiful little model in sapphire blue. It is braided with soutache on its transparent bolero-like bodice, which opens over a tucked vestee of biscuit color Georgette. The skirt has panels of Georgette, arranged to show the satin at the sides. Price, \$65.00.

A very moderately-priced dress of bottle green satin with wide tunic has a baby bodice of Georgette embroidery, with silk and gold beads, with a square neck and deep satin collar and cuffs. Price, \$32.50.

—Third Floor, James St.

It's a Delightful Vogue--That of the Velvet Skirt

And Delightfully Expressed in the Collection of Charming Models Now in the Women's Skirt Department--Each One Reflecting Some Distinctive Phase of the Mode.

AFTER ALL there's no material with quite the sumptuous effect and the becomingness of velvet. Fashion never neglects it, but this year she holds it in especial favor, especially for skirts. A most practical mode, too, for if she has a pretty velvet skirt, let her but add a dainty blouse and any woman is smartly gowned enough for any but the most formal occasions.

The skirts under discussion are fashioned with a simplicity of line which befits the dignity of the material, but each one has about it some one essentially striking feature. They are obtainable in brown, taupe, green, navy, purple and black.

If you incline to the choice of the bustle effect and are slender enough to wear it, you'll doubtless be delighted with the model worn by the figure on the left. The bustle is just drawn up by a gathering thread, so that it could be let down at any time. A black silk tasseled cord encircles the waist, and is knotted in front. Price, \$20.00.

The other skirt in the sketch shows a pretty yoke-like belt bound with braid that meets a panel front. Price, \$13.50.

Another charming skirt with a panel effect in front, formed by unpressed pleats, is adorned with many rows of cable stitching across the back beneath a narrow button-trimmed belt. This also is \$13.50.

A delightfully simple interpretation of the pannier style shows a wide tuck across the front, which at the sides disappears into pretty ripples. Price, \$20.00.

Very smart is a copy of a Doeillet mode—a skirt that shows the very fashionable narrow hem. At the back, it is gathered to a narrow belt. The front forms a panel in one, with plain silk stitched pockets, and the price is but \$9.75.

A plain little velveteen skirt, with a button-trimmed fold at the side and pretty pockets with long narrow apertures, attached to a belt, is also \$9.75.



—Third Floor, Centre.