

TELEPHONE SERVICE—When ordering from more than one department, call City 9498, Adelaide 9478, and give your entire order. Orders promptly dispatched to departments.

EATON'S DAILY STORE NEWS

YONGE STREET ELEVATORS. On account of the large number who use the elevators near the North Yonge Street Entrance, customers are reminded of the new electric elevators near the South (Main) Yonge Street Entrance. They are commodious and convenient.

IF YOU WOULD SHOP

With Less Waste of Energy, Greater Speed and More Satisfaction

THEN SHOP THE

"D. A."

WAY

FOR

The "D.A."

DECIDEDLY

EARNs ITS TITLE OF BEING ONE OF THE STORE'S
GREATEST CONVENIENCES.

PROVIDES

OUR CUSTOMERS WITH

SHOPPING SYSTEM

IN WHICH

THE SAVING OF THEIR TIME AND PEACE OF
MIND IS A FEATURE

ACTS AS THEIR BOOKKEEPER,

CLEARLY SHOWING EVERY PURCHASE THROUGH
A MONTHLY STATEMENT.

CANCELS THE NEED OF SENDING MONEY WHEN

ORDERING PARCELS FROM OUT-OF-TOWN.

USE IT WHEN PHONING ORDERS, GIVE

NAME AND SAY "CHARGE IT TO MY D.A."

THE PARCEL COMES AS A PAID ONE.

Apply "D.A." Office, 4th Floor, for Further Information

Neckwear That Compels Admiration

Some of the Very Latest Arrivals From
Paris, Together With Vestees and Collars
of a Surprising Daintiness, Not For-
getting the Collar of Real Lace



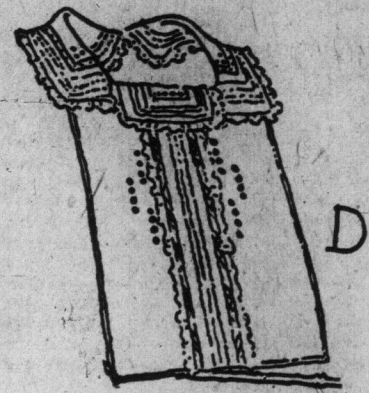
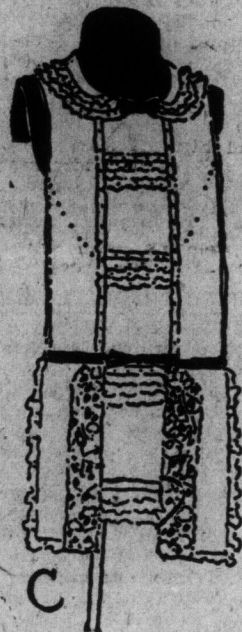
A. The jabot, as it is understood in Paris, takes on new glories, as you may see by the bewitching bit of daintiness worn by the lady on the left. To begin with, it is picturesquely voluminous, as were those worn in the days of Louis XV., its folds of softly falling net given emphasis by the binding of organdy. Then it has a rolling collar, upheld by wires to give that very newest high back. And, lastly, it is made most alluring by quantities of hand-work—fine tucks, beading and hairpin work. The price is \$6.50.

B. There's never a woman in all the wide world but loves "a bit of real lace," and now when it is a lace season—when the collar of lace is one of the smartest as well as one of the most picturesque things you can wear—it is interesting to hear of the really splendid array of lace collars in the Neckwear Department. The sketch shows one of Carrickmacross applique, wonderfully effective with its cambric design on soft net. Price, \$10.00.



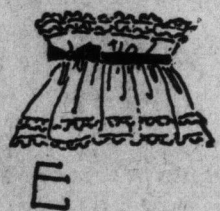
There are many other designs in the same lace, and others again in Carrickmacross guipure, in Honiton, Limerick, Duchess, point de gaze, at prices from \$5.00 to \$50.00.

C. Truly the vest has earned undying fame in the fashionable world, and when it is such an alluring bit of daintiness as this, well, who can wonder? Made of fine net, inserted with bands of Valenciennes and crossed by wee frills of the same fine lace, it has the dearest little apology for a collar, with a wee black bow of moire to match the girdle. The tablier front is inserted with bands of guipure. Price, \$10.00.



D. A vest of another persuasion—one that reaches just to the waist, but equally dainty with its Valenciennes-edged shirred net panel down the front and its embroidered dots. The collar is particularly charming, with its becoming square line and quaint little bib-like arrangements, edged with Valenciennes and shirred net. Price, \$6.00.

E. If you are for the "something new" that every woman longs for in her neckwear, then this charming frilly collar—ette—a variation of the Toby frill—may suit your mood. Of fine net, the frills edged top and bottom with narrow Valenciennes, and held round the neck by a black moire band, it gives that delightful softening effect as if the head were springing from a corolla of flower petals. Its modest price is \$3.00.



F. Whence but from Paris could have come such a deliciously fresh-looking vestee as this, with that air of simplicity which really and truly is most wonderfully sophisticated? It is made of white organdy, with a fluted frill of white lisse, inside those curious little petals of navy blue ninon, which give it the new "cornet" effect. And a tiny insertion of Valenciennes lace supplies the finishing touch of daintiness. Price, \$5.00.

—Main Floor, Centre.

Combs and Pins for Milady's Hair

The High Spanish Variety and the Little
French Roll Pins, Set With Sapphire,
Emerald, Amethyst and Topaz
Colored Rhinestones and Flash-
ing Out a Myriad Points
of Light

Fashion is all for magnificence this autumn of 1919, and verily, from the glittering buckles on her shoes to the topmost tip of the comb that adorns her high coiffure, the modish woman scintillates and gleams—truly a vision splendid.

She who is anxious to appear her very best at the dances, the receptions and other functions promised for an unusually gay season, will find in the glittering collection of combs and pins that has just arrived in the Hair Goods Department the means to enhance to the utmost any style of coiffure that she may choose.

Of Spanish combs, which the vogue for the high coiffure has made more fashionable than ever, there is a tremendous assortment—all sorts of delightful designs in amethyst, sapphire and emerald colored rhinestones giving brilliance to the "crystal" and demi-amber combs at \$5.00.

A delicately beautiful formal design in sapphire rhinestones—an imitation of the modern stone-set jewelry—distinguishes a high crystal comb. Price, \$10.00.

Another, a very graceful shape in demi-amber, with an emerald green rhinestone butterfly hovering over amethyst flowers, is \$15.00.

These are but examples of the splendid variety of Spanish combs that gleam with a jewel-like radiance at from \$8.00 to \$20.00.

Mention must also be made of the combs set with sparkling French jet. A very beautiful one in crystal is unusually effective with a jet design below its open-work border. Price, \$15.00.

Immensely smart, too, for blonde or white hair is a high black comb set with jet. Price, \$18.00.

Plain Spanish combs in graceful fan and shoe-horn shapes, imitating the famous hand-carved shell combs, can be had in both demi-amber and shell colorings at from \$2.50 to \$8.00.

The French roll combs, for those who like a smaller hair ornament, are equally effective and equally numerous. They can be obtained set with white, blue, green or topaz rhinestones in various arabesque shapes, while quite interesting are the Prince of Wales feathers in sapphire coloring, and the wings of the R. A. F. in emerald or sapphire. Prices, \$3.25 to \$6.00.

A very fascinating one shows white rhinestones set in glittering lines in a filigree of aluminum, for all the world like diamonds and platinum. Price, \$10.00.

Of smaller pins and barettes there is almost bewildering choice at from \$1.25 to \$2.00.



G. Picturesque comb, which is not too large for a small head, its spear-shaped points giving out marvelous reflections from green rhinestones. Price, \$12.00.



H. A simple little "prong" pin, the arabesques that form its head, studded with softly glowing emerald colored rhinestones.

J. Quite French when it is pushed into the side of a knot or roll of dark hair, and equally effective in golden locks, this green enamelled comb sparkling with emerald rhinestones. Price, \$5.50.



I. Charming type of the Spanish comb, the daisies throwing out gleaming points of light from their mauve-tinted petals, set with amethyst rhinestones. Price, \$27.00.



K. The woman who likes the smaller, demurer pins will be interested in this large demi-amber pin, its top covered with a lacey network of rhinestones.

—Main Floor, Centre.

1869 GOLDEN JUBILEE 1919

"Shorter Hours" "Better Service"

Store Opens at 8.30 a.m.
Closing Daily at 5 p.m.

Closing on Saturday at 1 p.m.

No Noon Delivery Saturday

Department Location Changes

Rugs, Carpets, Linoleums and All Floor Coverings Are Now Located on the Main Floor of the Furniture Building, Corner James and Albert Streets.

The following housefurnishings, formerly on the Fourth Floor, Store, are now located on the Second Floor, Furniture Building: Curtains and Curtain Nets, Window Blinds, Curtain Poles and Brass Rods, Drapery and Upholstery Goods, Window Shades, Fringes, Lamp Shades, Lamp Shade Silks, Filet Goods, Floor Lamps, Cretonnes, Flags, Carpet Sweepers, Vacuum Cleaners, Wall Papers, Paints and Pictures.

THE T. EATON CO LIMITED

DARD CO. Direct Agents. SS COALS. Pocahtons New River. AND Gas Coal. AM FAIR. Queen's Hotel. RAY. STAYS. PE SCHOOL. Business. Dr. Noble made a swimming pool. KEEL'S. BOULTON'S RESOLUTION. BOY'S IDEA. MAKE ENQUIRIES. LERS. TORS. MITED.