THURSDAY MORNING NOVEMBER 1 1917

THE TORONTO WORLD

PAGE THREE

At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 8.20, 9, 10 a.m. and 1, 4 and 4.40 p.m.

# EATON'S DAILY STORE NEWS

# An Interesting List of Friday Bargains

#### Linens

Irish Linen Satin Damask Table Cloths, with border designs and floral and conventional centres. Sizes 21/4 2 21/4 and 21/4 x 21/2. Reg. \$5.00 to \$5.25. Friday, each, \$3.95. Unbleached Heavy Cotton Table Damask, 64 inches wide. Reg. 68c. Friday, yard, 49c.

Hemmed White Bath Towels. Size 22 x 44 inches. Reg. \$1.35. Friday, pair, 95c.

Hemmed Union Huckaback Hand Towels, with plain white borders. Size 19 x 38. Reg. 65c. Friday, pair, 45c.

Irish Embroidery Linen, 36 inches wide. Reg. 95c. Friday, yard, 69c. -Second Floor, James St.

Hand Blocked Linens and Chintzes, all 50 inches wide, odd lines, and discontinued patterns; heavy qualities in an assortment of medium and dark colors, in combinations suitable for upholstering, slip covers and draper-ies. Friday, yard, \$1.83.

Couch Covers, 60 inches wide, 2 % yards long, made of basket weave tapestry; in a handsome Oriental pattern; in two color effects, one having red and green pattern on a fawn background, the other red and navy on fawn. Reg. \$5.50 each. Friday, each. \$3.45.

Scrim Curtains with Dutch valance contains are 2 yards long with floral border and imitation hemstitched edge; white, cream and acru grounds. Friday, set, 98c.

Chintzes, Cretonnes and Drapery Silks, 27 to 36 inches wide (only a few pieces of each kind in the lot). Reg. Soc to 75c. Friday, yard, 29c. -Fourth Floor.

#### Gloves

For these items we cannot take phone or mail orders, the quantity being limited.

Women's Kid Gloves, made with oversewn seams, cord and embroider-ed backs, fastening with two dome fasteners. Some have gusset fingers. Colors, tan, white, or mode. Sizes 51/2 to 71/2 in the lot, but not in each color. Reg. \$1.19 to \$1.50. Friday, 75.0

White Chamoisette Women's "Manufacturer's Seconds," Gloves, with black embroidered backs; two dome fasteners. Sizes 61/2 to 8. Friday, 45c.

or mail orders, quantity being limited.

strong made, patent leather, laced, vici kid, blucher, and gunmetal calf,

laced. All new shapes. Sizes 21/2 to 7, A to E in lot. Reg. \$7.00 and

Women's New York Styles in Evening Dress Slippers, bronze kid, plain and beaded styles, also fine

ivory kid pumps, in sizes 21/2 to 7;

also some high-grade sample pairs. Sizes 4½ and 5. Reg. \$7.00, \$8.00, \$9.00 and \$12.00. Friday, \$5.00.

\$8.00. Friday, \$4.45.

Women's American Boots, Arm-

-Main Floor, Yonge St. Footwear

Charming Top Coats For Miss, School or Business Girl.

Imported Coats of Swagger Design for

Misses

BEARING THE DISTINC-TION of New York designers are the smartest of coats for the young school or business person to wear while en route to daily occupation, or for the after social functions. There's such a diversity of style, material and shade that quite all may find something attractive and suitable. Many, of course, are possessed of fur trimmings.

In taupe velours is a delightful model with broad collar of Hudson seal (seal rat), belt with two buckles in back and two convenient and fancy pockets. Price, \$37.50.

A delightful coat in the new Silverton cloth in grey shade is made with high waistline, the skirt gathered across back under plain bodice, with two rows of buttons. Its broad belt is of self, as is collar, which is convertible. Two slash pockets are convenient, and it is warmly lined with satin. Price, \$45.00.

In a charming shade of sage green is a distinctive model, belted across back, front having two points extending above waistline and being stitched in color. Bone buttons trim it and effect a fastening. The broad cape collar has band of Hudson seal across back, and the two panels at side of skirt are likewise adorned. Threequarter lined with striped silk. Price, \$42.50.

A huge collar of beaver adorns a pretty coat of taupe broadcloth, a particularly girlish model it is, having gathered back belt with two buckles in back and plain in front, fastening with fancy buttons. Price, \$42.50. —Third Floor, Yonge St.

Boys and Girls, Have

You Entered the

Letter Writing

Competition?

Perhaps you have not heard of this competition, which is open to all boys or girls 14 years of

age and younger. Then if you are interested in books you'll be overloyed at the opportunity you have of really winning a prize of your favored becks.

The Shades Now Prevailing in Furs May Be Had in the Moderately-priced Wolf.

Wolf Furs-Immensely Smart and

**Moderately Priced** 

O MORE POPULAR fur exists than that of wolf, due mainly because it may be had in the smartest designs at prices which are in no way prohibitive to the slim purse. Wolf has been beautified to such an extent this season that it now defies any but experts to detect it from its aristocratic brother, fox. as may be seen in the following pieces :

Wolf Pieces in Taupe, Lucille and **Poiret Shades** 

Neckpieces fashioned in the leading flat animal effect, which boasts no end of ways to fasten, drapes the shoulders gracefully and naturally with four paws extending, head one end and tail the other. It is well lined with silk. Neckpieces in the "snake" effect may be had also in the shades

Muffs to carry with the above mentioned neckpieces are made in ball or melon shape, adorned with head, tail, paws and wrist frill, at \$20.00 to \$32.50.

Neckpieces of black wolf in animal or snake effect, nicely trimmed and lined, are \$15.00 to \$27.50.

Muffs of black wolf in ball or pillow shape, some having soft frills at wrist with cord, are \$17.50 to \$25.00.

The New Methodist Hymn Book the result of six years of revising and compiling by representative ministers and laymen IS NOW READY

On sale in the Book Department. Prices,

Out-of-Town

Readers

If you cannot come to

the Store to choose per-

sonally any of the gar-

ments which you may

want, that are describ-

ed on this page, address

your order to the

"Shopping Service,"

and it will be carefully

and promptly filled.

WEDDL

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each, 50c.

40c to \$6.00.

▲ Large Collection of Smart Suits. Reg. \$25.00 to \$35.00, Friday, \$18.75. The Cloths are excellent qualities of broadcloth, poplins, and serges, and every coat is beautifully lined with silk or satin and warmly interlined.

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.

More of the

Friday Bargains

Women's Suits

The trimmings include wide and narrow silk military braid, velvet and buttons. The styles are varied and their attractions enhanced by clever cut and good material. One model is semi-tailored, with large flap pockets; another is in Russian blouse style with band of braid. Bust measures 32 to 42. Colors are navy blue, black, brown, and Burgundy. Reg. \$25.00 to \$35.00. Friday, \$18.75.

-Third Floor, James St.

#### Misses' Wear

Excellent Bargains in Suits, Sample Serge Dresses, Skirts and Coats.

Smart Well-tailored Suits of serge, gabardines, poplins, cheviots, and tweed mixtures, the new straight, youthful-looking panelled styles, belted coats, and plain tailored effects. They are all well lined and trimmed in various modes with silk braid, vel-vet, buttons, etc. Reg. \$16.50 to \$27.50. Friday, \$12.50.

Also very greatly reduced in price are Misses' Suits, in tricotines, gabardines, poplins, fine serges, Poiret twills, tweeds, and Oxford mixtures. They include distinctive models in all the new shades-beetroot, Burgundy, brown, taupe, green, navy, and black. Not only are they the height of the mode, but each one is so cleverly cut. Reg. \$35.00, \$37.50, \$38.50, \$40.00, \$42.50. Friday, \$27.50.

-Third Floor, Yonge St.

#### Ribbons

Striped Taffeta Hair Bow Ribbons of splendid firm quality, which can be tied and retied. Color combinations are white with rose, navy, brown, Alice, blue, emerald and black, also black and red. Width 51/2 inches. Reg. 39c yard. Friday, 25c.

Bayadere Roman Striped Ribbon (cross stripe), in beautiful color combinations for bags, on grounds emerald, navy; cameo-pink, Nile, mauve, old rose and white. A heavy corded ribbon 61/2 inches wide. Reg. \$2.00. Friday, yard, 98c.

Satin Fancy Work Ribbons, in mauve, red, tan, brown, myrtle, maize, pink, sky and Saxe; widths 2 and 3 inches. Reg. 20c and 25c. (For this item we cannot take phone or mail orders, the quantity being limited.) Friday, yard, 10c.

-Main Floor, Yonge St.

-Main Floor, Yonge St.

Veils

Shetland Finished Drape Veils, in pretty lacy designs, and obtainable in black, brown and navy. Friday,

Neckwear

A Collection of Neckwear, including

lace stocks, satin collars, collars of corded silk, etc. A clearance of odd

lines and some slightly counter-soiled goods. They are obtainable in cowl,

Tuxedo, rever front, square back ef-

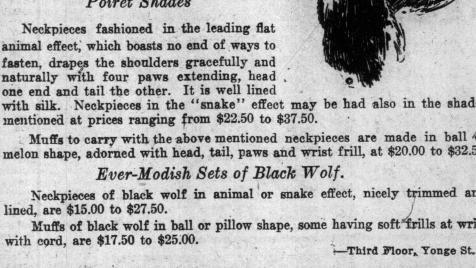
fects and are trimmed with braids or

contrasting pipings. Reg. \$1.50 to \$3.50. Friday, each, \$1.00.

Hosiery

Women's Full-fashioned Silk Hose,

-Main Floor, Yonge St.



# These Imported Hats May Be Had. TOUCH OF CORDED SILK RIB-BON is the only adornment requir-

In a Vast Array of Shapes and Colors quently combined with velvet on crown or under brim, while

Tailored Hats of Velvet and Hatters' Plush and small shapes of all kinds. Those of hatters' plush are fre-

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Should Have a

supreme musical inst hey entertain.

TIONS INCREASE.

tantial increase in

responding period of nount was \$170,889.67.

AMER IS SAFE.

Oct. 31.-There has been

stantial increase in ections at St. Thomas for months ending Sept. 10 being \$117,434.71. The or the above-stated size unted to \$288,324.38, while monoming named of inst

31. The schooner Horac ding which there was con-kiety, has been located in near Southampton, where shelter.

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## Infants' Wear

Children's Velveteen Poke Bonnets, in navy, cardinal, brown, green, Alice and white, ribbon trimmed. Sizes 15, 16 and 17. Reg. \$1.10 and \$1.35. Friday, 85c. Children's White Corduroy Velvet

-Second Floor, Queen St.

Coats, having collar and cuffs, with button-hole edge; lined throughout with sateen. Sizes 2 to 5 years. Reg. \$1.49. Friday, 95c. For this item we cannot take phone or mail orders, quantity being limited.

# Women's Underwear

For these items we cannot take phone or mail orders, quantity being limited. Women's Corsets, in low, medium,

and high bust styles with medium or long hips. Some are laced in front, others at the back. Included are many well-known makes. Sizes 20 to 36. Reg. \$1.75 to \$6.50. Friday, 88c to \$3.25.

Women's Combinations of cotton and wool, and silk, and wool; a few 'Zenith'' brand. They have high neck and long sleeves, or low neck and short sleeves. The drawers are ankle length. A clearance of manufacturer's "seconds." Sizes 34 to 42. Friday, \$1.29.

-Third Floor, Queen St.

Women's Dresses

ally Priced at \$19.75.

serge; made in the modish straight pleated and tunic skirts, and braid few cases are there more than one of a kind. Reg. \$25.00 to \$29.50. Fri-

to 40c. Friday, 71/2c. American Silk Finish Parlor Paper, with cream stripe and gold running through the patterns. Reg. 49c. Fri-day, 25c.

soft greys and browns. Reg. 50c. Friday, 33c. -Fourth Floor.

have of really winning a prize of your favored books. Altogether there are nine prizes offered, first, second and third in each class, the classes being arranged according to age as follows : 1st, up to 8 years; 2nd, 9, 10 and 11 years; 3rd, 12, 13 and 14 years. The prizes are : 1st, books to the amount of \$5.00; 2nd, books to the amount of \$3.00; 3rd, books to the amount of \$2.00. The best of all is the oppor-tunity it offers children to learn more of the interesting books there are to read. You are all, therefore, invited to visit the Book Department, ask any ques-tions you may require answered, see all there is to be seen, take notes, then, when you go home, write a letter to some imaginary friend telling him or her just what you thought of it all there are so many wonderful things about which to write that you'll just think it fun, for there are wild animal stories, flower books, dircuses in full swing, clowns, monkeys, races, acro-boats. There are Santa Claus books, Mother Goose, baa lambs, and farm animals. Thrilling stories like Robinson Crusoe, Lost Princess, Snow-White, also wonderful stories of Christ Child, as well as happy novelty books like Kewpie cut-outs. Tour letter must not exceed 400 words, and when written you ing hats. They are, in the main, strictly tailored, finding distinction in line and shade. In the former there is a huge diversity, including the three styles depicted, with variously - shaped crowns, sometimes of the soft variety, Your letter must not exceed 400 words, and when written you send it to us, addressed "Com-petition," Book Department, The T. EATON CO., Limited, Torento, tricornes, broad sailors of straight or slightly rolling to which you must send an entry form, which may be obtained in the Book Department. \*brim, mushrooms

ed by these charm-

# In the Handkerchief Department Are Many Fascinating Novelties

These We Mention-With Practical Items Also. Including Those to Enclose in Overseas Parcels.



3 for 25c.

A Collection of Samples and Odd Lines, Chiefly in Serge, Speci-

It's a Splendid Collection of smart tailored frocks, chiefly of fine, soft and panelled effects, showing trimmed or embroidered bodices in infinite variety. The popular satin collars and pretty new round and square necks are also featured, and in very

day, \$19.75. -Third Floor, James St. Wall Paper

Remnants of Canadian and American Papers, in many colors. Reg. 15c

American Fabrio Weave Papers, in



realm of handkerchiefs. They are of our newest arrivals, these smart little bits of fine muslin, bearing one of those delightful sketches, and may be had in a number of dainty colors at 3 for 50c. The children will love the handkerchiefs which are

adorned with prints of illustrations made by Mabel Lucie Atwell-they are here in colors to charm the kiddies at

The 'kerchief of crepe de Chine, which is an almost necessary part of woman's costume, because it may be had in so many lovely colorings to blend with her color scheme, is here in a host of shades at 25c each.

Voile handkerchiefs in pink, sky or helio, with corner prettily embroidered in contrasting shade, are 3 for 50c.

Linen and Muslin Handkerchiefs, Which Make Splendid Gifts.

Women's hand-embroidered Irish linen handkerchiefs, neatly hemstitched, patterned in allwhite or color combinations, also with hand-made Irish crochet lace corners. Others have Irish lace edge, a wide range of patterns. Priced at 25c each.

The lissue handkerchief for women is of a very fine muslin with fancy colored border and hem or in all white; others with colored edge and fancy white design inside of border. Colors are quite fast. Priced 20c each.

Mourning handkerchiefs of Irish linen or Swiss muslin, with embroidered corners, scalloped or hemstitched edges. 25c each.

Children's initialed handkerchiefs of Irish linen, with initial embroidered in colors of Copenhagen, navy and red, are 3 for 35c.

Women's handkerchiefs of fine Irish linen are edged with hand-made Maltese laces in various widths. Priced from 75c to \$4.50 each,

Khaki Handkerchiefs for the Boys Overseas,

Cotton at 8 for 25c. Of cotton with mercerized finish, 2 for 25c. Of Irish linen, 3 for 65c and 8 for 89c. Of firm Japanese silk, 500, 650, 750 and \$1.00. -Main Floor, Centre.

The Colors 'Are Beautiful.

bandings and tail-

ored bows of ribbon

form their trim-

ming.

An interesting feature of this display is the new arrival of white hatters' plush hats in a diversity of styles. There is practically every shade in demand this season, black leading, with brown, Java, balsam green, Burgundy and purple following. Prices range from \$7.50 to \$10.00.

-Second Floor, Yonge St.

# Cosy Little Dressing Gowns for Infants and Children

Of Padded Silk or Eiderdown May Be Had These Fascinating and Practical Little Garments.

LL THE LITTLE BABY BUNT-INGS may be wrapped as cosily in any of these charming affairs as was the hero of the song whose father went in search of rabbit skins to keep cosy, and of pretty shades to suit baby faces. Those of eiderdown have little patterns all over, which would prove an interesting source of amusement to wee tots.

Padded Silk Gowns for Infants and Babes

Dainty little dressing gowns of blue or white padded silk have cord around neck and down front and on sleeves. Its

Of heavier quality padded silk in pink, blue or white of similar design, except for fastening, which is of cord and tassel at throat, is \$4.00.

Prettily embroidered on either side of front are padded silk dressing gowns in white with pink floral design at \$4.75.

Eiderdown Dressing Gowns for Children

Blue or pink eiderdown, with fluttering butterflies making a pattern, forms cosy dressing gowns made with scalloped neck, front and sleeves, silken cord fastening at neck and waistline. For the child of 2 to 6 years. Price, \$2.50.

In the same style, but with ribbon binding instead of cord, Plaid eiderdown in blue or brown is

used in trim little dressing gowns which have small, round collar, cord at throat and waistline. Price, \$1.50.

-Infants' Wear Section. Third Floor, Queen St.

in sky blue and black only. Made with deep cotton welt, cotton spliced toes, soles, heels and high-spliced ankles. All sizes. Reg. 75c pair. Friday, per pair, 43c. —Main Floor, Yonge St.

Georgette Crepe

Odd Lengths of Georgette Crepe of French manufacture, in a wide range of colors, in lengths, 5 to 20 yards. Reg. \$1.50. Friday, yard, 89c.

-Main Floor, Yonge St.

#### Art Needlework

Nightgowns made up and stamped for embroidery in various designs, sizes 15, 16, 17. These are plain around neck and sleeves for crochet edge. Reg. \$1.35. Friday, 69c. Centrepiece, 22 x 22 inches, stamped

for embroidery in solid and eyelet de-signs, have plain edge for crochet, tatting or lace edge. Reg. 39c. Fri-day, 25c. —Second Floor, Centre.

### Bulbs

Single Tulips-Reg. 15c dozen. Fri-day, 2 dozen for 25c. Double Tulips-Reg. 18c and 20c doz. Friday, doz., 15c.

Hyacinths (all colors), single-Reg. 35c. Friday, doz., 30c.

Hyacinths (all colors), double-Reg., 40c doz. Friday, doz., 35c.

Roman Hyacinths-Reg. 40c doz. Friday, doz., 35c.

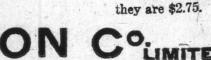
Fancy Hyacinths-Reg. 75c doz. Friday, doz., 60c.

Crocus-Reg. 10c doz. Friday, doz., 8c.

Snowdrops-Reg. 8c doz. Friday, loz., 6c.\_\_\_\_\_Fifth Floor. doz., 6c.\_

**Picture Frames** 

Odd Frames, hardly two of a size in the lot (cannot promise to supply any kind of moulding in any given size). They are of Circassian walnut, antique gilt, gilt, mission oak and pol-ished black walnut. Sizes 5 x 7 to 12 x 16. Reg. 50c to \$1.75. Friday. 40c. -Fourth Floor.



T. EATON COLIMITED

fastening is effected by silk frogs. Sizes 6 months to 2 years. Price, \$2.25.

his little person warm. They are very