

EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed.

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.

An Interesting List of Friday Bargains

Linens Irish Linen Satin Damask Table Cloths, with border designs and floral and conventional centres. Sizes 2 1/4 x 2 1/4 and 2 1/4 x 2 1/2. Reg. \$5.00 to \$5.25. Friday, each, \$3.95.

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

Boys and Girls, Have You Entered the Letter Writing Competition?

Footwear For these items 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 Dresses A Collection of Samples and Odd Lines, Chiefly in Serge, Spectacularly Priced at \$19.75.

Wall Paper Remnants of Canadian and American Papers, in many colors. Reg. 15c to 40c. Friday, 7 1/2c.

Records Obtainable at

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Imported Coats of Swagger Design for Misses

Charming Top Coats For Miss, School or Business Girl.



BEARING THE DISTINCTION 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.

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 Silver-ton 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. Three-quarter 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.

Wolf Furs—Immensely Smart and Moderately Priced

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

NO 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 mentioned at prices ranging from \$22.50 to \$37.50.

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.

Ever-Modish Sets of Black Wolf.

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. —Third Floor, Yonge St.

Tailored Hats of Velvet and Hatters' Plush

In a Vast Array of Shapes and Colors These Imported Hats May Be Had.

A TOUCH OF CORDED SILK RIBBON is the only adornment required by these charming 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, tricorne, broad sailors of straight or slightly rolling brim, mushrooms

and small shapes of all kinds. Those of hatters' plush are frequently combined with velvet on crown or under brim, while bandings and tailored bows of ribbon form their trimming.

The Colors Are Beautiful.

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.

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, 40c to \$6.00.

Out-of-Town Readers

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

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.

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 all white 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 lisse 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 3 for 25c. Of cotton with mercerized finish, 2 for 25c. Of Irish linen, 3 for 65c and 8 for 85c. Of firm Japanese silk, 60c, 65c, 75c and \$1.00.

—Main Floor, Centre.

Cosy Little Dressing Gowns for Infants and Children

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

ALL THE LITTLE BABY BUNTINGS 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 his little person warm. They are very 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 Babies

Dainty little dressing gowns of blue or white padded silk have cord around neck and down front and on sleeves. Its fastening is effected by silk grops. Sizes 6 months to 2 years. Price, \$2.25.

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, they are \$2.75.

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.

More of the Friday Bargains

Women's Suits A Large Collection of Smart Suits. Reg. \$35.00 to \$55.00. 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. 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, Simple Serge Dresses, Skirts and Coats.

Smart Well-tailored Suits of serge, gabardines, poplins, chevots, 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, velvet, 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 wills, tweeds, and Oxford mixtures. They include distinctive models in all the new shades—bestroot, 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, \$44.00, \$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 5 1/2 inches. Reg. 30c 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 6 1/2 inches wide. Reg. \$2.00. Friday, yard, 98c.

Satin Fancy Work Ribbons, in mauve, red, tan, brown, myrtle, maize, pink, sky and sage; widths 2 and 3 inches. Reg. 30c and 25c. For this item we cannot take phone or mail orders, the quantity being limited. Friday, yard, 10c. —Main Floor, Yonge St.

Veils

Shepherd Finished Drapes Veils, in pretty lace designs, and obtainable in black, brown and navy. Friday, each, 50c. —Main Floor, Yonge St.

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 effects and are trimmed with braids or contrasting pipings. Reg. \$1.50 to \$3.50. Friday, each, \$1.00. —Main Floor, Yonge St.

Hosiery

Women's Full-fashioned Silk Hosiery, in sky blue and black only. Made with deep cotton web, 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.

Centrepieces, 22 x 22 inches, stamped for embroidery in solid and eylet designs, have plain edge for crochet, tatting or lace edge. Reg. 30c. Friday, 25c. —Second Floor, Centre.

Bulbs

Single Tulips—Reg. 15c dozen. Friday, 2 dozen for 15c.

Double Tulips—Reg. 18c and 20c doz. Friday, doz, 10c.

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, doz, 6c. —Fifth Floor.

Picture Frames

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

THE T. EATON CO. LIMITED