

IS STILL NG ITS LEAD

Victory Loan as Total s Up.

Given yesterday to vass for the Victory... Toronto by \$2,000,000...

From every district... 798,800 1,678,200...

Nov. 14, 1917... \$2,107,400 \$9,017,800...

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MILTON NEWS

MARK IN SIGHT... Toronto World... Hamilton...

SAVE TIME—SHOP WITH A TRANSFER CARD

Ask for a Transfer Card when you make your first purchase...

EATON'S DAILY STORE NEWS

THE STORE'S CONVENIENCES The Waiting and Rest Room...

Such a Hustle and a Bustle in Toyland!

TOYLAND is now in Christmas quarters in the Furniture Building...

The Grand Parade of Santa Claus Will Take Place On Saturday

Watch this page on Friday for particulars about the most wonderful procession...



A. To begin with the Average Figure... B. The Misses' Figure—demanding little more of the corset...

Are You Wearing the Corset Best Suited to Your Figure?

It Makes a Whole World of Difference, You Know—in Comfort, Appearance, and Health Itself...

C. Here you have a figure only "medium stout"... D. The slight figure, hipless and supple... E. The Stout Figure—most dependent of all upon the skill and scientific study of the corset designer...

"Julia Marlowe"—A Smart Boot at a Moderate Price

THE demands of that first and foremost accessory, the shoe, which so greatly affects the appearance and comfort of its wearer...

Ribbons to Run Through Your Lingerie

In a Whole Rainbow of Shades, a Complete Range of Widths and in Many Patterns and Weaves, and, of Course, They are Washable, All of Them



If you are thinking of making a cap, a camisole, or a negligee of the wider widths...

centre and plain narrow edge, obtainable in maize, pink, blue, mauve and white, priced as follows: 1/8", 8c; 1/4", 10c; 3/8", 15c; 1/2", 18c; 5/8", 25c; 3/4", 35c; 7/8", 50c per yard.

With a lustrous satin finish, patterned with single violets, is a charming ribbon in similar shades, excepting maize, at the same prices.

The "Burney" a pleasing ribbon with tricot weave, justly famous for its satisfactory washing qualities...

A similar quality patterned with tiny shamrock leaves is to be had in the same shades and prices, omitting 1/2 and 3/4 inch.

—Main Floor, Yonge St.

Misses' Wolf Sets, \$21.75

SETS of Natural Wolf, American opossum, civet, cat and black Siberian wolf, with neckpieces in smart cape effect...

Black Wolf Muffs, \$ only, made from soft, lustrous skins in pillow style, finished with silk purse ends, Friday, \$17.50.

Neckpieces to match, in attractive snake effect, Friday, \$15.00.

—Third Floor, Yonge St.

Gloves at Bargain Prices

WOMEN'S Grey Capeskin, Sheepskin, Chamoles and French Lambskin Gloves, also a few fancy "Biarritz" style chamoles, slightly counter-soled...

Children's Grey Capeskin Gloves, made with half pique seams, black cord backs and one dome fastener...

—Main Floor, Yonge St.

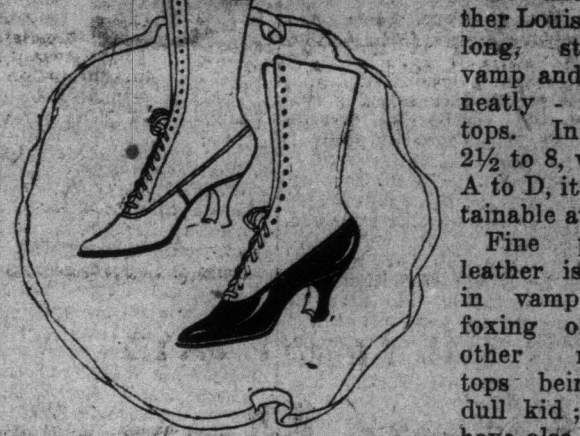


A word to you Ma'm'selle Business Woman The investing of your savings is always a bit of a problem, isn't it? But there will be no anxiety as to whether you are investing them wisely when you buy

A Victory Bond

In financial circles a Canadian Government bond is frequently mentioned as "best security in the world." Besides, it is a patriotic duty on your part to lend as much as you can spare to your country.

THE T. EATON CO. LIMITED

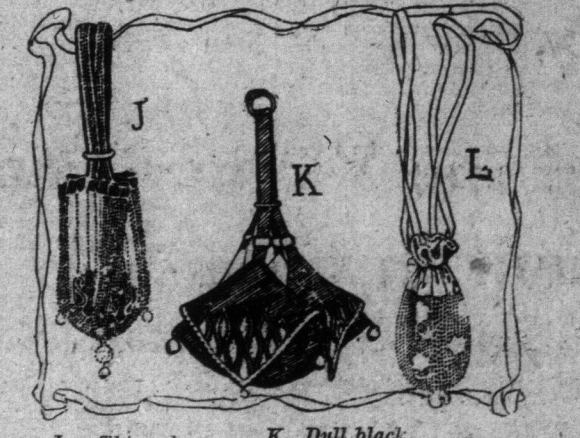


year soles and leather Louis heels. Sizes 2 1/2 to 8. Widths A to D. Price, \$9.00.

—Second Floor, Queen St.

Beaded Bags That Are Loveliness Itself

Of Course They Come Straight From Paris, and Are Clever and Original as Parisian Hand-bags Well Can Be—Veritable Treasures, if You're Looking for an Interesting Present to Give at Christmas



J. This bag presents a lovely medley of rich brown and silver beads, the groundwork of brown and green, with accents of red and blue...

K. Dull black faulle silk is used for the foundation of this novel bag, steel beads forming its charming design, and its knobs, tassels and outlining of unusual materials...

L. A simply fascinating little bag of the drawing variety, it is made with heading of a deep purple taffeta, the bead work being of a similar rich shade, patterned in grey, with touch of leaf green.



G. Soft pink roses in a green pottery jar serve as the design on this beauteous bag. The background is of old blue and brown beads beautifully toned, the corner design of brown, with tiny touches of blue, amber, red and green...

H. This fascinating bag, with its solid groundwork and frame of naval blue, a conventional pattern of brown tulle, with deep pink roses and dark green leaves being worked out with the beads...

I. A simply fascinating little bag of the drawing variety, it is made with heading of a deep purple taffeta, the bead work being of a similar rich shade, patterned in grey, with touch of leaf green.

Price, \$10.00. —Main Floor, Yonge St.

Price, \$15.00. —Main Floor, Yonge St.

Price, \$40.00.

Price, \$15.00.

This is Interesting

SUCH enchanting neckties that have come in recently from Paris! They are made of beads, but they look as though the fairest had strung them...

Did you ever wonder what the difference was between the rattan and willow used in the popular "wicker" chair? Rattan is the heart of the rattan vine, hundreds of feet long...

Have you seen the charming little bowls and Dutch bulbs put up in boxes for giving at Christmas time? There are narcissi and daffodils, and a choice of blue and green pottery or copper bowls...

If you number yourself among the admirers of "Pia" and her clever drawings for the "Letters of Eve" in The Tatler, you will be interested to know that many of the chic little sketches of Eve and Tonia may now be had on the corners of handkerchiefs...

The Scribe

Order at the Overseas Depot SAMPLES of the "comforts," wearables and catables for Christmas packages for soldiers, aviators and sailors on active service...

Price, \$10.00. —Main Floor, Yonge St.

Price, \$15.00. —Main Floor, Yonge St.

Price, \$40.00.

Price, \$15.00.

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