

EATON'S DAILY STORE NEWS

Smart Furbelows to be Worn Now or to Act as Christmas Gifts

Fashionable Fox Furs Evening Frocks So Chic and Charming

They'll Figure Among Many a Group of Presents on Christmas Morning, and Here For Your Choosing is Brown, Black and Red Fox in Cape and Scarf Designs.

NO FINER FOX SKINS in the world than those which come from Canada—none that are silkier, softer or more closely furred. You will be delighted with these scarfs and capes and the muffs that match them. Beautifully fashioned from carefully-selected Canadian fox pelts, they are available in black, red, and the several tints of taupe and brown so fashionable this season. Prices are as follows:

- Black fox scarfs in flat animal style—\$22.50, \$35.00 and \$62.50.
- Round muffs in black fox—\$38.50, \$48.50 and \$58.50.
- Black fox caperines—\$82.50 and \$95.00.
- Red fox scarfs in flat animal styles—\$30.00 to \$45.00.
- Red fox muffs—round, ornamented with tails—\$33.50 to \$55.00.
- Brown and taupe fox scarfs—\$35.25 to \$95.00.
- Brown fox muffs—\$48.50 to \$95.00.

And in wolf in the smart taupe and brown tones are flat scarfs at \$20.00 to \$42.50, with muffs to match at \$24.25 to \$40.00.

—Third Floor, Yonge St.



Modish, Youthful Productions in Taffeta and Satin, Airy With Net or Sparkling With Silver Lace—Their Prices Running Moderately from \$32.50 to \$40.00.

WITH ITS QUIET FARTHINGALE of billowy net, one of these dance frocks looks as though it waited the coming of a little seventeenth-century Princess out of a Van Dyck painting. It is fashioned of Nile green gros-grain silk, with bouffant hip draperies of green silk net, pink rosebuds decking the low-neck corsage—a most picturesque gown. The price is \$35.00.

Promising immense usefulness is a model in black taffeta, the draped bodice showing short sleeves of black silk net, and smart touches of silver ribbon and pink rosebuds. Price, \$32.50.

In pale blue taffeta is an ideal dance frock, with silver lace composing the short sleeves and the flounced underskirt below the chic little bustle skirt. Pink moire ribbon serves as narrow girdele. Price, \$40.00.

With its skirt charmingly draped is a white satin model with silk net sleeves, and a band of silver and blue outlining the square-cut bodice. This is \$40.00.

Another dainty gown of pale blue taffeta has sleeves of flesh pink net, and a wide drapery of flesh pink satin under the net on the bodice. Price, \$35.00.

Bewitching Blouses

Warranted to Win the Affection of Any Woman Who Appreciates a Smart Waist of the Filmy, Fashionable Georgette Crepe.

WHEN IN DOUBT give a blouse—a pretty safe rule to follow when it's a woman's gift you're considering. And who could resist this group of models lately arrived in the department? They are the essence of style, showing the new narrow collar, and unique effects in bead and silk embroidery. To describe a few of them:

To make a complete costume of a blue skirt—a charming blouse of navy Georgette over white chiffon, with modish "Tuxedo" collar of white satin, and the chic vestee effect of white Georgette embroidered in blue silks. Price, \$11.00.

In taupe Georgette, a fascinating model showing the new narrow collar widening out in front into jabots, the latter delightfully embroidered. The same may be had, too, in ivory, black, navy, burgundy, rose, flesh pink and grey. Price \$8.00.

In flesh pink Georgette, a blouse with collar which may be worn either high or low, the edges bound with narrow silk braid and the fronts embroidered with beads. The same model may be had, too, in ivory, grey and rose. Price, \$11.00.

Characterized by a square neck is a smart model procurable in flesh, ivory, grey and black Georgette crepe, ornamented with embroidery or bordered with hemstitching. Price, \$10.00.

Radium over flesh pink chiffon composes an attractive blouse for afternoon wear, its long shawl collar being of white Georgette embroidered in bronze threads. This is \$12.50.

And at \$7.50 is a group of blouses in flesh, rose, ivory and black crepe de Chine, with large and small collars, and hemstitching, tucks and embroidery by way of ornamentation. —Third Floor, Centre.



This is Interesting

Clearance of Afternoon Gowns at \$29.50—Some Half-Priced

ON SALE SATURDAY AT 10.30 A.M.

Some of these gowns have been taken from the showcases in the Rose and Grey Rooms, and marked down in price for quick clearance on Saturday morning—some to half and less than half the usual amounts. Others consist of a recent purchase of New York models, to be offered at this special price, constituting in all a most notable selling.

Among them is a delightful model in black charmeuse, skillfully combined with Empire green velvet; a model in navy blue charmeuse and Georgette crepe, bordered with grey rabbit; another in black charmeuse, with green chiffon; two in taupe and rose satin respectively, and a charming production in Delft blue Jersey cloth, with *Boutique* braiding. On sale Saturday morning at 10.30 at the greatly reduced price of \$29.50. —Third Floor, James St.

Out-of-Town Readers Write for the "Christmas Gift Book"

A booklet of practical suggestions from the Shopping Service, with conveniently classified lists of interesting, useful things procurable at 25 cents to \$25.00.

This Letter Won a First Prize

In Class 10 to 12 Years in the Recent Letter-writing Competition in the Book Department.

13 Cowan Avenue, Toronto, Ont., November 12, 1917.
Dear Austin, I am sending you an invitation as well as a letter. I want you to ask your mother to let you come down to Toronto some time in the Christmas holidays, so you will be able to visit Eaton's Big Store with me.

I would like you to see the Book Department. It is like the Public Library, but is more complete, especially for boys like you and me, who are fond of reading books written by interesting authors. The Book Department is nicely laid out. If you want any particular book it is so easy to find, because they are all arranged in groups, from little tots' bedtime stories to scientific books for professional people, among the most interesting books in fiction for boys are "The Boy Scouts," a series by Scoutmaster Robert Shaler and Lieut. Howard Payson; "The Boy Allies in the Army," by Claire W. Hayes, and "The Boy Allies in the Navy," by Drake, also that most interesting collection of stories by Jules Verne that make you think he must have lived at the present time to imagine what he did before airplanes or submarines were invented. Then we have an aeroplane series by Horace Porter, some "Pirate Stories" by Henty and the adventures of the "Scarlet Scouts" by D. H. Parry. Stories by Sir Walter Scott are good and instructive. You know our old friend Horatio Alger, jun. All his books are there, and a great many other authors too numerous to mention who write good boys' stories.

But come down yourself and see the arrangement and see how even a little boy is treated nicely by salesladies, who are anxious to show you any book you are looking for. They have a catalogue, and know what books are in stock without looking for them. You do not see anything like that in Guelph, do you?

I wish you to see the moving stairway they have in the store. You step on at the bottom and it carries you to the next floor. They have them up to the third floor, and are called Escalators.

Well, Austin, I think I have said enough for this time. If I wanted to describe more fully Eaton's wonderful store, especially the Book Department, I could write a book. Hoping you will be able to accept my invitation, I remain, your loving cousin.

(Signed) JOSEPH COLL,
(11 years of age.)

STORE OPENS 8.30 A.M. CLOSES 5 P.M.

Sequin Scarf or Satin Collar?

The Neckwear Section is Overflowing With Suggestions for Interesting Christmas Presents For a Dainty Woman.

DO YOU KNOW those bits of gorgeously, the glittering sequin or bead trimmed scarfs? The sort of thing that naturally charms every woman, they are particularly appreciated in their happy faculty of lending a touch of chic to an old gown. Some are of ivory net, some of black, their ends embroidered in such handsome designs, in glittering blue and steel, in emerald, gold and silver or iridescent sequins, some of the black ones being mere cascades of jet.

With these are certain scarfs embroidered in feathery designs, with gold threads and beads. Prices are \$4.25, \$5.00, \$8.00, \$10.00 and up to \$24.00. The beauties of the Spanish lace scarf are almost too well known to need description, for it is a lace

that is becoming to almost every woman, and it has this merit—it is extremely durable. Here are particularly effective ones both in ivory and black, including the well-known rose design; also some unusually fine laces showing feathery sprays and arabesques on the finest of fine nets. Prices, \$4.00, \$5.00, \$7.50 to \$30.00.

There is a wide scope for choice of pretty net fixings in a collection of Georgette collars with square backs, some round and some in the new tuxedo shape. The majority are edged with fine guipure or flet lace. Very pretty ones with vandykes are embroidered in each point; others with points on the shoulders are embroidered in the corners, and very smart are certain square collars with wide hems adorned with silk stitching or little satin buttons. The prices range from 75c to \$3.25. —Main Floor, Yonge St.



Should We Let the Whole Brunt of the War Fall on Our Soldiers?

FANCY the shame of it, were we less ready to invest our money than those men in Flanders were to enlist themselves, in the fight against the Hun!

Our country's appeal to us to lend of our means is a "call to arms" to every man, woman and child within whose power it lies to put fifty dollars or more in the great Victory War Loan. If we fail to respond, shall we not prove pitifully unworthy of the soldiers who have made for Canada such a glorious name?

Let us think about it, we who have not yet settled the matter, and invest without further delay in

Victory Bonds

"Woo Her With Jewels"

With One of These Beautiful Pendants of Diamonds, Set in White Gold, Which Are Moderately Priced at \$25.00 to \$45.00.

SEARCH FAR AND NEAR and you will not find more artistic and lovely necklets at prices many dollars more than these. They show 14-karat white gold, designed in delicate, exclusive effects.

Our artist has sketched three of them—in actual sizes—which are priced as follows (beginning at the left of the drawing):

- Pendant and chain, in 14k white gold, set with five diamonds—price \$45.00.
- Pendant and chain, in 14k white gold, set with four diamonds—price \$25.00.
- Pendant and chain, in 14k white gold set with three diamonds—price \$35.00.



Silk Ankle Length Hosiery, Half-Price, Saturday, at 50c Pair

Next to the all-silk ankle-length silk stocking is perhaps the greatest favorite. The fact that these are offered at half-price makes them of greater interest whether wanted for personal use or for gifts. They are broken lines in tan, dark grey, light grey, pink, sky, emerald and champagne. They have silk ankles and deep garter welt, and heels, toes and soles of fine cotton. Good range of sizes in each color. They are in full-fashioned weave, which means they are knitted to shape on the machines. Saturday morning, half-price, per pair, at 50c. —Main Floor, James St.

NEW YORK AND PARIS MODEL HATS. MOST OF THEM GREATLY REDUCED. CLEARING 10 O'CLOCK SATURDAY MORNING AT \$7.25.

The Scriber