

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.

EATON'S DAILY STORE NEWS

THE STORE'S CONVENIENCES
The Waiting and Rest Room, Third Floor.
The Information Bureau and Postoffice,
Main Floor. The Free Parceling and
Checking Room, in the Basement.

Speaking Particularly of Gifts to Please a Woman

This Letter Won a Frizz

In the Recent Letter-writing Competition on What Is to be Seen in the Children's Section of the Book Department.

FIRST PRIZE—12 TO 14 YEARS.

82 Howland Ave. Toronto, Nov. 10, 1917.

My Dear Jim—Say, do you remember how we used to wish for a land composed of nothing but books? Well, I found it this morning in Eaton's Book Department.

Big books, little books, white, black, green and red books—in fact every kind of book one could think of. In among my favorite authors I felt at home immediately, and was dead to the world for the next two hours. It was a perfect Paradise of books.

Among the newest war stories were: "Over the Top" by Arthur Guy Empey; "My Four Years in Germany," by Ambassador Gerard; "The Soul of the War," by Philip Gibbs; "John Buchan's 'History of the War,'" and many others.

The central part was a child's fairyland. Thornton W. Burgess' Bedtime Stories, Beatrice Potter's Rabbit and Kitten books, Rose O'Neill's Kewpie Kalendar, Goose Nursery Rhymes and the dearly beloved O Books all had a place.

Girls' books were many. Jean Straton Porter, Mrs. Meade, Grace Richmond and Jean Webster were evidently the favorite authors, judging by the groups of girls around their shelves.

In an aisle Kipling, Dickens and Van Dyke competed for first place. I gave the prize to Kipling.

As for magazines, it seemed to me that every one that has ever printed the thought of had a small corner.

After looking at all the new books I fell back on my old favorites—"Two Little Savages," "Tom Sawyer," "Incidentally," "The Swiss Family Robinson," "Treasure Island," and many others.

If you ever get the chance to read "Two Little Savages" be sure to take it. It is the story of two boys who camped out in the woods one summer, impersonating the Indians. It describes their friendship with a Calib, an old trader, and the Sanger Witch. From the time when they built the teepee to when Yahu is made Chief it holds your interest.

I only wish you had been with me to see all I saw. Perhaps you some day will have the opportunity to visit such a place. Yours very sincerely, (Signed) George Donald Fawken, (12 years old).

New Collars of Maltese Lace
Hand-made, of Course, and Up to-the-minute in Fashionable Shapes.

With the return to popularity of the lace collar, the charming Maltese in its delicate loveliness (how sturdy withal!) is immensely in favor. It is available in this season's fashionable shapes, and offers a happy suggestion for gift-giving.

Collars fashioned in loose, stole-like effect, narrow all around, are included, also others with square back and pointed front, which may be worn rolling at back as well as flat; others in circular pattern, and still others with broad back and front in square design. Prices range from \$1.00 to \$4.25.

Caps, Oh, So Captivating to Play the Role of Christmas Present

Dainty Headgear for Bedroom Wear—Smart Concoctions of Lace, Crepe and Satin, in Many New Shapes of New York Designs, Including Coquettish Little Bonnet Effects, With Strings to Tie Under the Chin. And Many More Besides Will be Found in the Lingerie Rooms on the Third Floor. Prices Run Moderately Upward From \$1.50.

A. Quaint little cap of filmy silk lace, gathered to a shirred pink satin ribbon, which is adorned with ribbon flowers. Notice the chin strap of narrow ribbon and satin streamers. Price, \$3.75.

B. Pink moire silk ribbon, patterned softly with blue birds, fashions this charming cap. A wheel effect is given at either side by circular shirings of lace and ribbon. Narrow pink moire ribbon forms its ties. Price, \$3.25.

C. Cap of mesh-line silk in mob shape may be had in sky, pink, mauve or maize. A wide insertion and net frill encircles the face. Price, \$1.50.

D. Soft white crepe de Chine is used in this pretty little cap, which finds its adornment in pink and blue French knots and a rosette of wash ribbon in the same shades. Shadow lace in Van Dyke pattern, with points turned upward, gives a smart touch. Price, \$3.25.

E. Resembling a baby's bonnet, this fascinating cap of crepe lace, with wide bands of pink, blue or rose ribbon crossing in back and forming streamers. Price, \$1.65.

F. In dreamy shades of pink, blue, maize and mauve is available this charming little cap, which is made of crepe de Chine. Alternate roses of satin ribbon, with French knots and the net, adorn it, with roses made of ribbon on front. Price, \$3.00.

G. Adorable little boudoir bonnet, made of sky or pink satin, has narrow pleated frills at intervals, forming crown and base, with pretty silk roses of pink or blue and satin streamers. Price, \$5.00.

H. Messaline silk in sky, pink, maize and mauve forms another pretty design, which has wide scalloped shadow lace, head of narrow ribbon and hand-made flowers encircling it. Price, \$1.25.

I. A practical little cap of white embroidered net is trimmed with shirred silk ribbon and ribbon rosette, obtainable in pink or blue. Price, \$1.00.

J. Filet lace and messaline silk combine to make an attractive cap, which has streamers and bow to adorn it, and net shirred with ribbon forming face frill. In sky, pink and mauve. Price, \$1.50.

K. Pink, rose, sky, mauve and maize are the colors you may choose in this cap to the right. Its "wheels" are formed of satin ribbon and lace, with little hand-made roses across front. Price, \$3.50.

From a Woman's Standpoint

TALK about dropping first years from your age when you don a becoming hat! Come along to Toyland with Janey on one side and Johnny on the other, and ten, twenty, thirty years will melt away like icicles on a sunny day.

For who could stay old and sedate in that merry medley of Come clowna and Hither circuses, to dishes and Toyland dolls, tigers and train-cars, guns and games, bridges and blocks, animals and aeroplanes? Janey's eyes get round as saucers and Johnny's hands get very hot.

First of all, they demand that you follow the river which winds its crooked way through Fairyland—that sunny region stretching out to the north and west of Toyland. You start from the turreted castles on the top of the hills, cross over the bridge and ramble down to the valley, following the stream on its happy course past funny, fat Tweedledee and Tweedledum, past the Bullfrog Orchestra, past the rocks which look like jolly old men, past the Wood of the Pixies—glad that it's daylight when we pass it—pausing to rest awhile in the Rose Leaf Lodge, and finally reaching the Palace of Enchantment with the Fountain of Youth in the garden—a wonderful journey!

By this time you've forgotten entirely the sad old world outside. You go into ecstasies that all but speak and walk—the new American doll that turns its head and moves its wrists and turns out its toes just like a real person.

You're almost as excited as Johnny when you suddenly catch sight of the huge Noah's Ark with its dozens and dozens of dogs and cats and Teddy bears and rabbits, and elephants—every kind of nice woolly animal that was ever known in a nursery.

You all three beg the man to let you try a shot at a sight from the big make-believe cannon, and stand for ages watching the boats and windmills and houses that anyone can build out of pieces of steel called "Steeltrac."

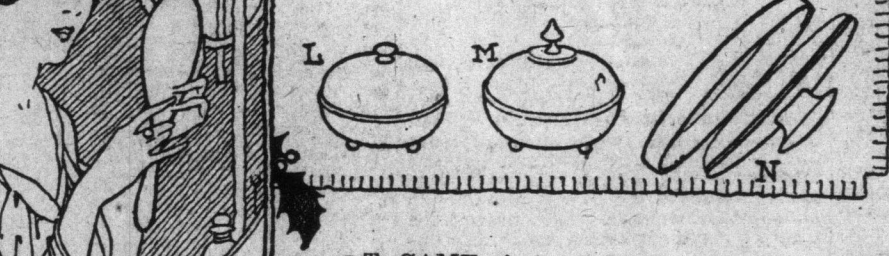
It's when you are there you catch a sight of Punch and Judy—Janey spied them first—and don't you just scurry over to get a good place? And how you all laugh! You yourself haven't seen the amusing old pair for years and years, not since the time you were at the seaside in England, and it's all just as good as new to you.

But even that is not the end of the morning's thrills. Just as Johnny and Janey are putting on their caps and gloves, who should come down the aisle but old Santa himself in red velvet suit, long white beard, grin from ear to ear: the very image of his picture!

Oh, what a delicious place! The Scribe.

In the Popular Ivory Celluloid

Commonly Known as "French Ivory," Etc.



IT CAME, it saw, it conquered—this creamy white ivory celluloid, which is as practical as it is fashionable. Sometimes it is called by one name, sometimes by another, but these pieces our artist has sketched are of excellent French and English makes.

If desired they may be obtained in complete set effect arranged in satin-lined case, or may be obtained piece by piece at the following prices:

- L. Powder box, \$1.00.
- M. Box, with open top, for hair combs, \$1.00.
- N. Nail buffer, with detachable chamois, also case, \$1.25.
- O. Bonnet brush, \$1.00.
- P. Tray, \$1.25.
- Q. Perfume bottle in ivory celluloid stand—\$1.00.
- R and S. Comb, and brush, \$4.50.
- T. Mirror, \$4.50.
- U. Clothes brush, \$3.00.
- V. Buttonhook, 40c.
- W. Nail file, 25c.
- X. Shoe horn, 75c.
- Y. Hat brush, \$1.50.
- Z. Holder for talcum powder tin, 65c.

Any of these pieces may be embellished with fancy script initial.

—Main Floor, James and Albert Sts.

New York and Paris Gowns at Greatly Reduced Prices

ON SALE WEDNESDAY AT 10.30 A.M.

AFTERNOON AND EVENING GOWNS of modish and distinctive type make up this special price attraction introduced for Wednesday morning. Every model has been marked down many dollars, with the result that dress-makers from celebrated French and American dressmakers will be available at \$100.00, \$115.00 and \$125.00.

At \$125.00 is a Jenny model in black velvet and beaver fur; a model in navy blue chermesse, black silk lace and caracule; a Fremet creation in royal blue velvet combined with black satin; and a superb evening gown by Jenny—black net with jet sequins over cloth of silver.

—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.



Let Us "Make Good" as Loyal Canadians

WE GLORY in the fact that we are Canadians — sons and daughters of a young, free country. We rise and sing proud songs of Canada, to whom we pledge

"Mid proudest lands Strong hearts and hands Shall claim for thee a station."

Now comes the opportunity to "make good" — to prove whether or not we are sincere in our sentiment and our singing.

Let us invest as liberally as we are able in

Victory Bonds

If we fail to do so, is not our profession of loyalty somewhat of a sham?

T. EATON CO. LIMITED

These Delightful Bits of China

Are, Of Course, For Her Dressing-table.



AREN'T they the quaintest, daintiest little treasures for that shrine of femininity, the dressing-table? And they're infinitely more attractive in reality, for, composed of fine English china, they are patterned in pink and mauve flowers, with a tracery of gold to add a soft glint of yellow.

As you see, there is a pair of candlesticks, a powder jar, another jar for more powder or combs, a tiny tray for pins, and a big tray for hairpins, manicure articles, or any small equipment of the table. The price is \$6.50 the set of 8 pieces (the lids of the jars counted as two).

Other toilet sets of the same fascinating type are as follows: Set in chintz pattern china—pink, rosebud and blue forget-me-not effect—at \$6.00 for 8 pieces. In dainty Dresden pattern china—\$4.00 for set of 8 pieces. In china in pink hawthorn pattern; set of 8 pieces at \$5.50. In handsome mauve chintz effect—\$17.50 per set of 8 pieces.

Tea Gowns and Rest Gowns Adorably Chic and Dainty

They Come From New York, and Are Surprisingly Moderate in Price—\$35.00 to \$47.50.

IN BUSY TIMES LIKE THESE the tea gown is a boon indeed at the end of a weary day—the soft, loose, lacy robe which is ideally comfortable, yet trim and elegant enough for informal tea-time and dinner-time wear. The Englishwoman has revelled in it from time immemorial. The American has lately seized upon it with great ardor. And here it is in the Rose and Grey Rooms for milady of Canada.

Just to mention a couple of models in this delightful collection of tea gowns: Deep rose pink Georgette crepe, lavishly inserted with maline lace and embellished with bowknots of narrow moire ribbon, composes one lovely gown. It has a foundation of rose satin, and is priced \$47.50.

With an underdress of flesh pink satin and coat of Wedgwood blue Georgette is another delectable model at \$42.50.

—Third Floor, James St.

