

EATON'S DAILY STORE NEWS

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces on both mail order and city purchases.

At both Yonge Street and Queen Street doors are order boxes where orders or instructions may be placed. These boxes are emptied daily at 8.30 a.m., 10 a.m., 1 p.m. and 4 p.m.

Some of the Friday Bargains in Home Furnishings

Floor Coverings
Brussels Rugs in a good choice of Oriental designs and colors. Size 6' 9" by 10' 6". Friday, each 9.75

Wilton Rugs in Oriental and conventional patterns. Sizes 9' by 9' and 9' by 10' 6". Reg. \$32.50 to \$39.50. Friday, each 22.50

Heavy Wool Art Rugs of Oriental design in red and green. Size 3 by 3 1/2 yards. Reg. \$8.25. Friday, each 6.25

Heavy Linoleum in block or floral patterns; 2 yards wide. Reg. 65c and 70c. Friday, square yard 53

China and Japanese Matting in check and fancy mixed patterns in red, green and blue, on natural color grounds. 36 inches wide. Reg. 25c and 30c. Friday, yard 17

Draperies

Nottingham Lace and Fish Net Curtains, 45 to 52 inches wide, by 2 1/2 to 3 1/2 yards long in white, ivory or cream. Plain, floral, medallion, or allover patterns, from 2 to 6 pairs of a kind. Reg. \$1.50 to \$2.25. Friday, pair 98

Madras Curtain Muslin, 36 inches wide, in white or cream, conventional, floral or allover patterns. Reg. 18c to 25c. Friday, yard 12 1/2

Tapestry Couch Covers, 60 inches wide by 2 1/2 yards long, in choice of several designs in combinations of red, tan, green and cream. Friday, each 2.65

Heavy Reversible Mercerized Tapestry Curtains with a neat floral design, have gumpes, cord or plain edges. Dark red, olive, blue or emerald green. Size 50 inches wide by 2 1/2 yards long. Friday, pair 4.85

Velvet Finished Velours in green, gold, crimson, blue, or brown, suitable for heavy portiere drapes or other rich hangings, 50 inches wide. Reg. \$1.00, \$1.50 and \$2.00. Friday, yard 75

Beautiful Cushions, mostly covered with hand-made tapestries in rich colors and designs. About 22 inches square. Reg. \$5.00 to \$10.00. Friday, each 1.95

Cushions, size 22 by 22 inches, filled with Russian down, and covered with rich tapestries. Reg. \$1.05. Friday, each 1.45

Beautiful Chintzes, 30 inches wide, in combination buttermilk, blue, brown and pink. Reg. 25c and 30c. Friday, yard 15

Appropriate Chintzes for draperies in bedrooms, dining-rooms, or living-rooms, in widely varied colors, 30 and 36 inches wide. Reg. 35c. Friday, yard 23

Window Shades, size 37 by 70 inches, in plain or combination opaque cream, cream and green, or white and green, with tasselled fringe or insertion. Complete with brackets and pull. Reg. 70c and 80c. Friday, each 43

—Fourth Floor.

Linens, Cottons and Bedding

Irish Bleached Linen Table Cloths in several border designs. Sizes 2 by 2, 2 by 2 1/2, 2 by 3, and 2 1/2 by 2 1/2 yards. Reg. \$3.25 to \$3.95. Friday, each 2.75

Irish Linen Embroidered Lunch Napkins with corner designs and scalloped edges. Size 12 by 12 inches. Reg. \$2.25 to \$3.35. Friday, dozen 1.69

Irish Huckaback Fringed Linen or Hemmed Union Towels in a heavy weight quality. Sizes 20 x 34 and 20 by 36 inches. Reg. 45c. Friday, pair 29

Hemmed White Bath Towels with red, green or blue borders. Size 22 by 45 inches. Reg. \$1.25. Friday, pair 80

Irish Plain Tea Towelling with red border. 25 inches wide. Reg. 18c. Friday, yard 11

Irish Full-Bleached Embroidery Linen, 36 inches wide. Reg. 70c. Friday, yard 50

Canadian Blankets, made of a mixture of fine wool and cotton, 8-lb. weight, softly napped, have pink or blue borders and are whipped singly. Size 68 by 88 inches. Reg. \$9.00. Friday, pair 5.95

Scotch White Wool Blankets, 6-lb. weight, have soft nap, pink or blue borders and are whipped singly. Size 66 by 80 inches. Friday, pair 6.25

Dark Gray Union Blankets in 10-lb. weight. Size 68 by 88 inches. Regular \$4.30. Friday, pair 3.25

Fancy Crib Blankets with animal designs in blue and white or pink and white. Size 36 by 50 inches. Reg. \$1.00. Friday, each 60

English Eiderdown Comforters, covered with down-proof printed sateen and have satin panels. Size 72 by 78 inches. Reg. \$10.50. Friday, each 7.50

Visitors! Have You Purchased Gifts for the Folks at Home?



NO DOUBT each and every member of your household expects you to bring them a little gift or souvenir of some sort from Toronto, and here are some suggestions as to what to take back to please their individual desires. You, too, will recall your visit to Toronto, the home of America's greatest exhibition, if you take back a few pennants or ornaments to decorate your room at home.

Burnt Leather Indian Novelties

In the centre of the Second Floor is a counter stacked with these quaint burnt leather novelties. There's a variety that makes it easy to choose suitable souvenirs to give to almost anyone. Included are tie holders, match holders, table mats, photo frames, etc. Some are nicely worked and designed. Prices, 25c to 1.00

A Pennant is an ideal souvenir and here are felt pennants, worded with Toronto, Canada or Camp Borden, in red and black. Large sizes, each 75

Indian-Made Moccasins of tan leather, trimmed with beads. Women's sizes, 4, 5, 6, 7. Price, per pair 75

Better Quality Moccasins are made of buckskin and of leather. These are fur lined and fur trimmed. \$1.25 to 3.00

Felt Cushion Slips, in oblong and square shapes with "Canada" and Indian Head designs sewn on. Also with British and Belgian flags. Tops and backs are of colored felt and all have slashed fringe edging. Half price 98

—Second Floor, Centre.

Practical Gifts Are Electrical Appliances

Electric Irons make splendid gifts, and at such low prices as we can offer them, it's an opportunity to buy at the very minimum of cost. Chief of the splendid values in these household labor-savers is the Eaton Beauty Iron at \$2.95. It is exceedingly popular, not only for its extraordinarily low price, but for its all round efficiency. Other electric irons are priced from \$2.95 to 5.50

Canadian Beauty Electric Toasters, quick, economical and easy to operate. Price 3.75

The "Be" Electric Vibrator is fitted with a very strong motor in a cast aluminum case, has 3 useful applicators and fits into a neat leatherette case. It's an article that everyone suffering with nervous or muscular trouble should have. Priced at 10.00

Flashlights, in various torch designs, with black fibre and nickel cases, large batteries with powerful reflector and strong battery. \$1.25 to 2.10

Nickel-plated Pocket Flashlights in two sizes, easy to carry. Each 65 and 75

Battery Hand Lanterns in black japanned finish, large reflectors, switch and handles, different designs fitted with battery and lamp at 1.60 and 2.00

Electric Fixtures Dept., Basement.

Souvenirs for Mother, in the Chinaware Section

Green and brown English old time "Motto" ware, make splendid gifts and souvenirs at any time and Exhibition visitors in a quandry as to what is best to take home should see the splendid showing in the Chinaware Department, Basement.

These are decorated with old time mottoes in white letters on dark green body with brown handles and lining and have a brilliant glaze inside and out. Cups and Saucers, 2 pieces, 20c; Mugs, 20c; Candlesticks, 40c; Teapots, 2 cup size, each 40c; Jugs, 1/2-pint size, each 30c; Jugs, 1-pint size, each 65c; Marmalade Pots, each 55c; Hot Water Jugs, each 40c; Butter Tubs, each 30c, 80c, 85c; Salt, Pepper and Mustard Sets, 4 pieces 55

Toilet Preparations

Taylor's Toilet Petties. A box containing 1 tin of Talcum Powder, 1 tube Tooth Paste, 1 Cake of Toilet Soap and a Bottle of Toilet Water in either valley violet or bluebird odors. Price, per box 26

Blue Label Perfumes in bottles with metal cap and packed in decorated boxes. Assorted odors. Each 1.25

Take Home Some Toys for the Kiddies

How eagerly they await the home-coming of any member of the family who has been away and how appreciative they are of some little souvenir you bring them. You can solve the question for the kiddies by visiting our Toy Department on the Fifth Floor:

Toy Balloons, assorted colors on cane 5
Tinker Toy Builder Toy 45
Slippery Slim Tight Wire Rider 25
Toy Kites, guaranteed to fly 25
Wood Builder Toy 25
Wind Toy with wheels that go in the wind 10
Floating Celluloid Toys for the baby's bath. Price, 10c, 15c and 25
Military Wrist Watch at 85c, 95c and 25
Tin Drums 25
Tin Trumpets, 10c and 20

Pennants and Cushion Tops

Felt Pennants, in assorted colors. Size 8 x 24—Toronto 25
11 x 32—Toronto Pennants, with Union Jack and Maple Leaf in corner 50
Large Size Toronto Pennants, Size 14 x 40 inches. Old English letters 75
Toronto Cushion Tops, made of good quality felt. Size 20 x 20 inches. Assorted designs and colors. Each 1.25

Sterling Silver Pieces, Ebony Sets, Leather Goods, etc., Make Ideal Gifts

They are lasting and very useful to almost anyone.

Gunmetal Bags 2.75
Silver-Plated Vanity Case 1.50
Sterling Silver Scent Bottles 2.75
Sterling Pencils or Book Marker, apiece, 50c and 75
Sterling Manicure Sets, 3 pieces, each 35
Sterling Photo Frames, 30c, \$1.00 and 2.00
10 Karat Birth Month Ring 45
Friendship Bracelets at 1.00
Gold Filled Bracelet Watch 7.50
Military Wrist Watch at 85c, 95c and 2.00
Locket and Chain 1.00, 2.00
Gold Filled Pendants at \$1.00 and 2.00
Leather Vanity Purse at \$1.00 and 1.50
Muscle Cases, double style (fold) 2.00
Music Rolls at 50c and 75
Dorothy String Bags at 1.25
Men's Coin Purse at 65c and 75
Bill Folders at 1.00
Gunmetal Cigar Cases 10.00
Children's Purse at 50c and 65
Collar Bags at 1.00
Souvenir Spoons at 75c and 1.00

Penmanship and Cushion Tops

—Fifth Floor.

Some of the Friday Bargains in Men's Apparel

Men's Clothing

Men's Rubberized Tweed Raincoats, in homespun or worsted finished grey mixtures and small checks. Single-breasted style, buttoning close at neck, with "London" collar, English Raglan shoulders, full back and cuffs on the sleeves. Sizes 34 to 42. Friday, each 6.35

Men's Suits, made of fall and winter-weight tweeds with mixed patterns, checks and stripes in brown or grey. Single-breasted sac coats, 5-button vests and medium-width trousers. Sizes 36 to 44. Friday 7.95

Men's Well Tailored Trousers, of worsted materials with medium or dark grey striped patterns. Sizes 32 to 42 waist measure. Reg. \$2.50. Friday, pair 1.95

—Main Floor, Queen St.

Men's Furnishings

Men's Flannellet Nightgowns, medium weight, with blue and white or pink and white stripes; have attached soft turn-down collar, slip through wrist bands, yoke and full size body and sleeves. Sizes 15 to 19. Reg. 59c. Friday, each 39

Men's Sweater Coats, plain or fancy stitched, shawl collar or high storm collar style, have two pockets, closely knit cuffs and include combination colors of grey with cardinal or navy and plain brown or grey. Sizes 38 to 42. Reg. \$2.50 to \$3.50. Friday, each 1.98

Men's Fancy Colored Shirts, with blue, black, mauve or tan stripes, have laundered cuffs and neckband; are coat style. Sizes 14 to 17. Reg. 75c and \$1.00. Friday, each 50

Several Broken Lines of Men's Neckties, including figured and floral pattern and diagonal stripes in brown, red, grey, helio, mauve, and green. All are large shapes and have wide ends. Reg. 25c and 35c. Friday, each 19

Boys' Plain and Fancy Stitched Sweater Coats, with shawl or high storm collars. Included are 60 coats in combination royal blue and white, regular \$2.50, but we cannot guarantee this color. Also plain grey or brown, grey with green, brown with fawn or grey, and grey with cardinal. Sizes in the lot, 28 to 34. Friday, each 98

Boys' Heavy Winter Underwear, in fawn color, lined with fleece, has sateen facings, closely ribbed cuffs and ankles and pearl buttons. Sizes 22 to 32. Friday, garment 29

—Main Floor, Centre.

Men's Hats

Broken Lines of Men's American Hats, made of fur felt in fedora shape, in green or grey. Sizes in the lot from 6 3/4 to 7 3/4. Reg. \$2.50. Friday, each 1.25

Broken Lines of Men's Caps, golf shape, made of tweeds in shepherd's plaids, black and white checks and mixtures. Most are unlined, have a band and pleats. Sizes in the lot from 6 3/4 to 7 3/4. Reg. \$1.25. Friday, each 79

—Main Floor, James St.

Men's Footwear

Men's Oxfords, made of gunmetal calf, tan calf, patent leather, or vici kid, in new shapes with Goodyear welted soles. Sizes 5 to 11. Friday, pair 1.95

Men's Dress Boots of patent leather, button style, with black cloth tops, Goodyear welted soles and recede or medium toes. Sizes 5 to 10. Friday, pair 3.15

Children's Boots of patent leather with black cloth tops, gunmetal calf, or dongola kid; lace or button styles. Sizes 3 to 7 1/2. Reg. \$1.75 to \$2.00. Friday, pair 1.00

Girls' or Boys' Tan Calfskin Sandals in a wide shape with sewn soles. Sizes 7 1/2, 10, 10 1/2, 12, 13, 1 and 2. Friday, pair 50

—Second Floor, Queen St.

Motorists Will Need Driving Gloves From Now On



MOTORISTS, particularly doctors, travelers and office men who are particular about the cleanliness of their hands, wear gloves all the time while around their cars, and now that Fall approaches with its cool, chilly breezes all auto drivers will require a pair of comfortable gloves anyway, so we call attention to our new, complete stock of specially made Motorist Gloves.

Perhaps the most satisfactory all round gloves for motoring are those made of peccary hogskin, that gives all kinds of long service and when soiled is washable in soap and water without losing its original softness and pliability. These skins, when tanned, retain a natural oil, which keep the gloves from slipping on the steering wheel. They are very neat and attractive, having one dome fastener, tan kid binding, Bolton thumb, and protected prisms. Price, per pair 2.50

Other Lines of Driving Gloves in the New Fall Display.

Men's "Peccary" Gauntlet Gloves, wool lined, strap dome fastener at wrist, half pique seams. Price, per pair 4.00

Men's Tan Cape Driving Gloves, with grill palm, reinforced middle finger, prisms, gusset fingers, one dome, "English make," from selected skins. Price, per pair 2.00

Men's Tan Cape Gauntlet Gloves, cut from strong even skins. These have strap dome fastener at wrist, Bolton thumb, half pique sewn seams and are unlined. Price, per pair 2.75

Men's Washable Chamousette Gloves, "French make," in natural, putty, biscuit, tan and grey. Made with dome fastener, half pique seams, spear point backs. Price, per pair 1.25

Gloves for Harvesters

WELL-KNOWN among farmers, engineers, firemen, etc., are these pearl sheepskin gloves that are steam and heat proof, and long wearing. They have tan russet cuffs and all seams are sewn on outside, leaving the inside smooth and comfortable. Price, per pair 50

Men's One-Fingered Tan Gauntlet Mitts, made of split cowhide, a material known as muskulin. These are good wearing gloves with continuous thumb. 50

Men's Sheepskin Gauntlet Gloves in asbestos tan, insewn seams, continuous thumb and tan russet cuff 39

—Main Floor, Yonge St.

The Store's Conveniences

Free Parcelling and Checking Room in the Basement; the Rest and Writing Room on the Third Floor; the Information Bureau and Post Office on the Main Floor; the Lunch and Grill Rooms on the Fifth Floor; and for Quick Lunches, the Cafeteria in the Basement.

Those who are not already on our mailing list are invited to leave name and address at the Information Bureau, Main Floor Centre, or at our special Mail Order Booth at our Exhibit in the Manufacturers' Building at the Fair Grounds.

Store Closes Saturday

at 1 P.M.

No Noon Delivery

Men! The fall opening of soft and stiff hats takes place Saturday. Watch Friday's papers for illustrations of the new styles.

An Attractive Array of New Neckwear for Men



FOR MEN who are always on the lookout for new and novel Neckwear, for men who will be purchasing good Neckwear to harmonize with the new fall suit, and for visitors who intend taking away several smart, new cravats, either for themselves or as gifts for those at home, this new fall assortment of ours merits particular attention.

It comprises hosts of plain and fancy designs in every color imaginable, in both silk and knitted neckwear. In designs, stripes, figure and brocaded patterns are much in evidence, with a great display also of floral diagonal stripes and all-over designs. We are making special displays all this week in both the Men's Wear Annex and the Main Floor, Centre Section.

Mentioning a few items: At \$1.00 are American-made neckwear, including some of the latest and most attractive patterns seen this Fall. Included are stripes, figures and brocaded designs in brown, green, helio, mauve, navy. These have wide flowing ends and thin strong neckbands. Also at this price are knitted ties in plain and combination stripe designs, all colors, thin slip-easy neckbands.

At 75c are ties made of high-grade imported silks in very exclusive patterns of figured, floral and diagonal striped designs in shades of navy, green, red, brown, helio, mauve and grey. They have wide flowing ends and strong neckbands.

At 50c is a huge variety of new knitted neckwear in cross bar designs of black and helio, navy and red, black and red, green and black, orange and black, as well as plain shades of khaki, green, helio and heather. Also a large assortment of silk neckwear with wide flowing ends in a large variety of colors and designs.

At 35c or 3 for \$1.00 are ties made of imported silks in brocaded, diagonal stripes and all-over patterns, in grey, red, brown, navy and helio. These have wide flowing ends and slip-easy neckbands.

At 25c are very attractive patterns of floral, figured and stripe designs, in an almost endless variety of shades.

At 12 1/2c is a splendid variety of Neckwear that are exceptionally good value. They are made of silk mixture materials and are in medium sizes; diagonal stripes and figured designs in large assortment of fancy colors.

—Main Floor.

T. EATON CO.