

T. EATON CO. LIMITED
190 Yonge St. Canada's Greatest Store. Toronto.

Looking Towards Winter!

To-morrow begins the tenth month of the year's calendar, and business is shaping itself more and more towards cold weather needs.

- New Wraps, New Overcoats, New Jackets, New Hosiery, New Shoes, New Rubbers, New Blankets, New Comfortables, New Carpets, New Housefurnishings

and there must be no question about their getting them in a hurry. It's worth something to be able to choose from such variety as we show.

The hum of busy business is going on all over the store, but one of the greatest triumphs of the new season is Mantles. More room, more style, more variety—the Mantle section is full of attractions these days.

This list tells both of things to wear and things to live with. We believe we're selling better goods for lower prices than you ever knew before.

GLOAK DEPARTMENT.



HOUSE FURNISHINGS.



- Ladies' 4-length silk plush cloak, full Russian front, yoke and collar trimmed with fur, quilted settee lining. \$18.50
Ladies' silk plush circular cape, full ripple, handsome-ly embroidered in braid and beads, martin fur collar, lined throughout with merv silk. \$20.00
Ladies' 4-length matalasse cloak, yoke, trimmed with jet and martin fur lined throughout with quilted satin. \$15.00
Ladies' silk plush circular cape, embroidered in silk braid, martin fur collar, lined throughout with silk. \$18.50
Ladies' jackets in fawn, kersey cloth fronts, lined with silk, velvet collar, lined, small buttons. \$9.50
Ladies' jacket in fawn covert coating, double-breasted, with pearl buttons and velvet collar, puff sleeve. \$8.50
Ladies' jackets in black boucle cloth, silk trimmed, new collar, large guaranteed, lined with black velvet collar, silk lined. \$12.50
Ladies' jackets in fine mohair boucle in brown and green mixture, seams strapped with black velvet collar, silk lined. \$16.50
BLANKETS AND COMFORTERS.
3 pounds superfine wool white blankets, full bleached, fancy blue and pink borders, soft-smooth, special per pair. \$1.50
7 pounds extra superfine wool white blankets, soft, lolly finish, full bleached, fancy borders, guaranteed full standard size and weight, special per pair. \$2.45
8 pounds extra superfine all pure wool white blankets, thoroughly scoured, soft finish, full bleached, fancy blue and pink borders, size and weight guaranteed, special per pair. \$3.40
Eiderdown comforters, made of very fine French satens, in variety, combinations, filled with pure down in exclusive designs, size 6x6, each special. \$5.00
English printed saten comforters, filled with pure cotton batting, fancy stitching, large variety of designs and colors, size 7x9 inches, stand out. \$1.89

Two facts stand out in bold relief—goods not too cheap but at fair prices; goods not too dear but at fair prices—and this store's prices are fair. Instead of making all the money we can, we sell as we buy, and that means lowest prices always.

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190 YONGE ST., TORONTO.

THE TORONTO WORLD
ONE CENT MORNING PAPER
NO. 83 YONGE-STREET, TORONTO.

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