

Mark Envelopes for
Mail Orders for Goods
on This Page "City Ad."

EATON'S DAILY STORE NEWS

The Com Dance Folio for
1911 (Instrumental Only)
Price..... 25c

Women's New Dressing Gowns

Our new Fall stock includes a wide variety of Dressing Gowns, Dressing Jackets and Kimonos in Japanese silk, ripple elderdown velours, floral crepe and flannel-ette, at exceptionally moderate prices.

A cosy, neat-fitting Dressing Gown is as essential to feminine comfort as a grate fire when the chilliness of Autumn descends upon us. It plays an important part in the matter of dressing in the morning and undressing at night, and it is, moreover, indispensable for the after-lunch nap.

Flannelette Dressing Gowns, in fancy floral designs, front, collar and cuffs edged with fancy stitching, finished with belt, colors navy, pink, mauve, or grey. Sizes 34 to 44. Price..... \$5.00

Flannelette Dressing Gowns, in fancy stripes, figured and Paisley pattern, sailor collar and cuffs, trimmed with satin, shirred and belt at waist, colors mixtures of red, sky, pink, or navy. Sizes 34 to 44..... \$5.00

Others up to..... \$4.00

Cotton Crepe Dressing Gowns, Japanese and floral designs, gathered in yoke at back, faced on front and around sleeves with band of satin, colors navy, mauve, pink, and black. Sizes 34 to 44..... \$3.00

Quilted Japanese Dressing Jackets, rich collar and cuffs, fastened down front with silk frog fasteners, colors navy, red, sky, rose and pink. Sizes 34 to 44..... \$3.95

Others up to..... \$5.00

—Second Floor, Centre.

Hurry for the Big Remnant Clearance of Dress Goods, 29c

Lengths from $\frac{1}{2}$ yard up to 7 yards—many lengths suitable for dresses or suits, and those who get here early enough will have a chance to buy goods at less than usual factory cost, for besides many remnants from our own sections we've included quantities of ends from our factories. There are broadcloths, vicunas, chevots, serges, coatings, etc. Weights for coats, skirts, dresses, etc. Widths 42 to 54 inches. Clearing, yard..... 29c

—Main Floor, Yonge Street.

Open a Deposit Account

Our Customers' Deposit Account system materially simplifies shopping, doing away with the necessity of carrying money with you and waiting for change at counters.

Such an account is "opened" by depositing at the "D.A." office (Basement) any sum of money, when you will be supplied with a "D.A." number.

In purchasing throughout the Store thereafter you simply advise sales clerk: "Charge my D.A." giving number. This means that your purchases will be charged to your deposit at the "D.A." office and delivered home as a paid parcel.

Withdrawals and further deposits may be made at any time. You have no more worry about C.O.D. parcels.

This excellent system of shopping should certainly commend itself to both men and women.

Three-toned Diagonal Suitings Featured in an Elaborate Display of "Rough" Materials

The great demand this year has been for the rough "knotty" effects and the unusually good selection we've ready for you offers a choice that would satisfy anyone who desires the very newest and most fashionable of the season's fabrics, for here in profusion are materials that represent the very best of the season's productions—materials for suits, skirts, coats, etc., and as is always one of the most interesting features of EATON displays, the low prices add an interest to the beauty of the new goods that makes this the ideal shopping place for dress goods.

For Thursday we emphasize an elegant range of three-toned diagonal suitings at one dollar. The colorings are very rich and include tones with navy, grey, green, brown, catwaba and wine predominating, with the other tone black, with a suggestion of grey intermixed. Excellent qualities for tailoring, absolutely pure wool, 50 inches wide. See these in our Suiting Section Thursday, \$1.00 per yard.

FANCY GOODS SECTION, THIRD FLOOR

The Fancy Goods Section on Main Floor not having sufficient space for display, we have opened an additional section on Third Floor, next to Music Department, handy to Queen or Yonge Street elevators. Here will be found: Made-up Pillows, Pillow Tops, Pillow Slips, Beaded Neckties, Cushion Covers and Frills, Piano and Mantel Drapes, Fancy Pin Cushions, Tea Caddies, Fancy Waste Paper Baskets.

Trimmings for Fall Millinery

Our Immense Showing of Silks, Velvets, Wings and Feathers presents a Wide Field of Choice for the Home Milliner.

For the woman who from necessity or inclination elects to fashion her own headgear, our Millinery Section provides an unlimited source of smart materials with which to work. All the fashionable fabrics, ribbons, feathers, buckles and dainty accessories that distinguish the French model hats are obtainable at moderate prices. Every facility for the turning out of an attractive bonnet is provided.

In the showing are included the beautiful broaded, tapestry and Paisley effects so prominent a feature of the season's millinery, as are also the gold and silver cloths, metallic bandings and ornamental silk frogs, and all the host of modish novelties in the way of feather mounts, imitation ospreys, and large shade wings.

Prevailing prices are demonstrated by the following items:— Beautiful Soft Paisley Silks, from..... 50c, \$1.25

Paisley Velvets, in the most desirable shades, per yard..... \$1.25

Metallic Gold, Silver Cloths, \$1.50 per yard to..... \$4.00

Plain Velvets, in all the new shades, per yard..... 90c

Imitation Ospreys, very smart for the new turbans..... 75c, \$2.00

Fancy Coque Feathers, curled coque is one of the strongest features in trimming..... 50c to \$2.50

Large Wings, exquisitely shaded, one of the smartest notes in seasonable millinery..... \$1.00, \$2.75

Fancy Feather Toques and Turbans, the latest millinery craze in Paris. Our stock is complete in the latest effects..... \$4.50, \$16.00

—Second Floor, Yonge Street.

Young Women's Suits, \$15.00

Smart, stylish Fall Suits for Young Women. The material is the most popular of this season's fabrics—Diagonal Cheviot. Colors include grey, amethyst, navy, black, brown, green and cadet blue. Coat is strictly tailored, single-breasted, semi-fitting style, save for a touch of satin on collar and cuffs. Neat pleated walking skirt. Trimmings in this suit are of first quality, best of workmanship and perfect-fitting garment. Bust 32, 34 and 36. Skirt lengths 35 to 38 inches. Exceptionally good value at this price. Each..... \$15.00

—Second Floor, James St. North.

Have You Consulted Miss Newport?



She is an expert Corsetiere and can give you valuable advice respecting styles, makes, etc. She is to be found in the Corset Fitting Rooms, from 9 to 5 daily.

The silhouette effect which represents the correct feminine outline at the present moment cannot be arrived at without the aid of a proper corset. The hips and waist line will not present the prescribed appearance unless the stays be in sympathy with the desired results. The SELF-REPAIRING new Fall styles in corseting are essential to the success of the new Fall styles in frocks and suits.

Miss Newport, the well known demonstrator of Nemo and Smart Set Corsets, is in daily attendance in the new fitting rooms in the White-wear Section. She will be pleased to give the benefit of her expert opinion in connection, not only with the special corsets with which she is identified, but with any of our makes the customer may prefer. Many who have already taken advantage of her visit are loud in their praise of the satisfaction accruing.

We specialize a collection of well known corsets at the following prices:—The line illustrated, No. 350, are priced at, per pair..... \$4.00

Nemo.....	\$2.25 to \$10.00
Smart Set.....	\$6.00 to \$10.00
La Camille.....	\$1.75 to \$6.00
R. and G.....	\$1.25 to \$6.00
P. N.....	\$1.25 to \$6.00
La Adria.....	\$1.25 to \$5.50
American Lady.....	\$1.25 to \$5.50
Ivy.....	\$1.25 to \$4.00
W. B.....	\$1.25 to \$3.75
B. and C.....	\$1.00 and \$1.25
Acme.....	50c to \$1.25

—Second Floor, Centre.

New Wall Decorations

Wall Papers to Beautify the Home Gathered from the Great Centres of Artistic Creation.

In new designs, new shades, showing an extensive variety of individual patterns from England, France, Germany, which cannot help but satisfy any taste, and enable you to know at first hand what is most attractive for the desired purpose; at prices ranging within reach of all.

Papers with pale shaded backgrounds, adorned with sparsely strewn bouquets, in natural colors, are featured in the new designs, as also are silk finished papers in moire and stripe texture.

Some of the most exquisite designs and color effects introduced are very inexpensive, as this sample of good value demonstrates.

A Wistaria, English Paper, for bedrooms, is one of the most beautiful patterns. It has pure white ground, adorned on each side with grey square lattice work, with winding branches strewn with green leaves. Vine being of natural bark color. At top a complete bloom of the beautiful flowers is shown on coppice work, which will adorn each width around room. This paper is shown in purple, green, tan and sky colors. Wall, single roll, 75c; crown, crown,..... 15c

We have salesmen trained in the art of house decoration, who can suggest effective color schemes, etc., if desired.

—Third Floor.

The Second Day of Our Fall Display Features the Suit Section

A Section in which one might spend a whole day viewing the beautiful designs and new styles for this season.

Such a wealth of suits, surely here's an array that would satisfy any woman, for from the inexpensive suit for service to the beautiful costume of the most elegant type the whole gamut is run, and everywhere, in every lot, there's a newness, freshness and charm that only the formal exposition of new fashions seems to produce.

Though not accentuated, the hobble effect is quite noticeable in the general tendency to narrowness of skirts, and the very plain, strictly tailored designs, but add to the smartness of the beautiful fabrics of which the suits are made. And by no means the least important are the suits of EATON manufacture—they compare most favorably with the very high-grade imported suits. It's a showing you should see, if only to learn what's most desirable in Suitdom, and you'll enjoy the gala attire and beautiful display of the whole dress and suit section. Utilitarian adaptations render them fit for the good service that most of our customers demand. Prices from..... \$27.50 to \$35.00

Shown in the EATON Made Suits

Are duplicates of the best models obtainable. One very high-class model, in fine lustrous broadcloth, coat three-quarter length, silk lined, tight-fitting, fastening over to side, with large pebble centred antique buttons, and braided back and front with silk soutache, with waist straps of the goods terminating at centre back. Each..... \$32.50

Suits of Fine Serge, with fancy soutache braiding on coat, silk lined..... \$27.50

Suits of Fine Broadcloth, coat silk lined, made on fine purely tailored lines; skirt in narrowed effect. Each..... \$25.00

Broadcloth and Fancy Wale Cheviot Suits, plain tailored coat; silk lined, velvet collar, forming with skirt good examples of the silhouette lines. Each..... \$22.50

Suits at \$20.00, in three good distinct styles, in wide wale cheviot, broadcloths and a particularly nobby one in a tweed mixture; coat silk lined, buttoned over to side, an exact copy of a very expensive New York model, showing the hobble skirt in one style as illustrated. Each..... \$20.00

Suits at \$17.50, four distinct styles in fine serge, cheviot and worsted serge, silk lined coat, wide and medium reverses, plainly tailored shackle skirt, perfect range of colors and black. Each..... \$17.50

Suits at \$16.50, of novelty twill suiting, coat lined with polo satin twill, mannish collar and reverses, a particularly fine range of different greys in this line. Each..... \$16.50

Suits at \$15.00, of double line twill cheviot, coat satin twill lined, long reverses, velvet collar, 3-button fastening, skirt in neat gored and pleated style, extra value at the price..... \$15.00

Suits at \$12.50, of fine lustrous all wool corded Venetian novelty suiting, lining of highly lustrous mercerette, 4-button, ticket and side pockets, black, navy, brown, electric. Each..... \$12.50

A Coat Special for Thursday, \$6.95

Long Storm Ulster Coat, of soft all wool cheviot cloaking, buttons at side, military collar, smart touches of flat braiding on cuffs and collar, a distinctly serviceable coat for now or later on, good style, black and navy. Each..... \$6.95

—Second Floor, James Street.

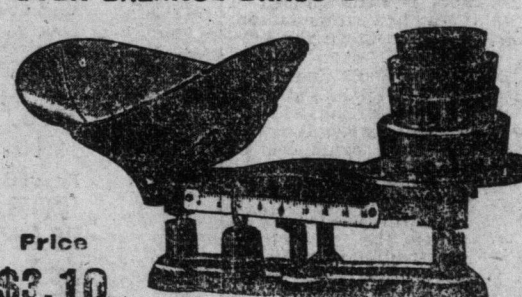
EATON Made Guaranteed Scales at Very Low Prices

Made possible by the manufacture of these high-grade scales in our own factory—scales that comply with every Government requirement.

They are made from the very best grey iron, with thorough workmanship and finish.

Scales that every home should have for weighing correct amount

EVEN BALANCE BRASS BEAM SCALE



Price \$3.10

Acme Family Scales, handy and accurate, strongly built and carefully adjusted. All parts are well finished and this scale will give perfect satisfaction where a useful house scale is wanted. It is also suitable for store purposes. Has polished brass side beam clearly marked in $\frac{1}{4}$ ounces and weighs up to 4 pounds, 2 separate weights being supplied for weighing over 1 pound. Scoop measures $1\frac{1}{4} \times 7\frac{1}{4}$ inches. Government certificate with each scale. Shipping weight 18 lbs. Price..... \$3.10



Price \$5.50

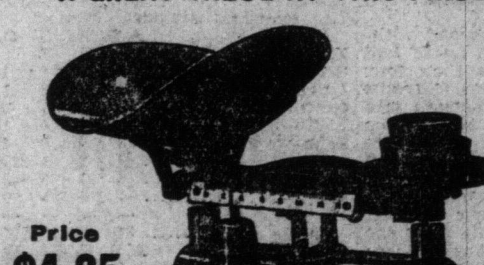
The Union Scale is accurately adjusted, and faultless in manufacture. It is a combination scoop and platform scale of the sliding poise type and especially suitable for farmers' uses. All bearings are oil tempered tool steel. The scoop is made of heavy tin and is 28 inches long and 9 inches wide. The platform is strong and roomy, measuring 13×10 inches. The beam is solid brass, plainly graduated in ounces and pounds, with notches on top for weighing in half ounces. The weighing capacity of scoop is in half ounces up to 30 1/2 pounds, and weighing capacity of platform is 240 pounds. Every scale is tested before being shipped and is supplied with a Government certificate. Shipping weight 45 lbs. Price..... \$5.50

Union Platform and Even Balance Scales

of ingredients, especially during the preserving and pickling season

The "Acme" sign is a guarantee of quality and reliability. We will, however, be glad to ship you one of these scales and allow you to try it, and prove its accuracy, and if you are not satisfied that we have furnished you a most satisfactory scale and saved you money, return it at our expense and we will immediately refund money

A GREAT VALUE AT THIS PRICE



Price \$4.25

Grocers' or Household Scales. Solid cast base and frame with steel pivots, brass side beam, accurately graded and clearly marked in $\frac{1}{4}$ ounces up to 16 ounces. Separate weights are supplied for weighing up to 10 pounds. Scoop is large and strong, measuring $18\frac{1}{2} \times 9$ inches. This is a most durable and correct scale, and Government certificate is sent out with every one. Shipping weight 32 lbs. Price..... \$4.25

—Basement.

Wafer Lozenges, in assorted colors and flavors, exceptionally fine eating. Thursday, 1b. 25c

THE T. EATON CO. LIMITED

Imported Italian Cream, in cake form, exceptionally sweet and lasting. Thursday, 1b. 25c

Furs at Low Price

Gone is the day when low-priced fur was crude and unattractive, when its appearance was ever an unhappy declaration of its cheapness. To-day the most inexpensive productions in our show-rooms are fashioned in the prevailing designs, and are accorded a smartness of finish that makes them eminently desirable from an artistic standpoint. The following muffs and stoles demonstrate this appreciable combination of style and small cost:—

Eight Large American Opossum Fancy Rug Muffs, the same on both sides. This fur is dyed to imitate Alaska sable, and is good wearing, the muffs are trimmed with two rows of tails on bottom, fourteen tails in all; black satin lining \$8.50

Twenty-five Hare Stoles, round back, two heads and two tails, on short tabs in front, long fronts trimmed with two tails and four claws, back of stoles trimmed with large tails and two claws..... \$4.50

Twenty-five Large Black Hare Pillow Muffs, to match stoles above; black lining, wrist cord..... \$2.50

Large Throw Tie of natural muskrat, 60 inches long; brown satin lining, graduated from neck to wide paddle ends. Very special price..... \$5.00

Ten Natural Black Muskrat Motoring or Driving Coats, big sweep to skirt, or large collar, lapels, brown satin lining..... \$35.00

—Second Floor, Albert St.

"Trooper" Hat for Men

Fashion has returned the "Trooper" for young men's wear, and in its individual and natty shape for this season is bound to have a popular run again. It looks dressy with its jaunty rolled brim, which has silk-finished edges, with a fairly high crown, to be worn creased, looks just as well in Telescope style. Band is of silk in a similar color to hat. Price..... \$1.50

Children's New Fall Hats

A distinctly new style, fast becoming popular with the young ones, is made of felt, with medium brim slightly rolled, and worn with dip front, the side of crown is of patent leather, with cloth top. Shades are navy, scarlet and shepherds' plaid. Special, Thursday..... 49c

—Main Floor, Queen St.

Values for Men and Boys

Boys' Pyjamas, 50c Suit: Fine percale and flannelette qualities in neat and fancy stripe, military collar, frog fasteners, pearl buttons. For boys 6 to 14 years.

Boys' Scout Stockings, 50c: All wool; plain black; turn-over top.

Men's Underwear, 50c: Winter weight elastic ribbed Scotch wool (with small percentage of cotton, rendering it unshrinkable); soft finish, natural shade, saten facings, pearl buttons; sizes 34 to 44..... 50c

Men's Buttoned Sweater Coats, \$1: Plain navy blue or grey, with contrasting trimmings, all sizes.

—Main Floor, Queen St.