

EATON'S DAILY STORE NEWS

The New Queen Street Elevators are quicker because they're not crowded.

A Thanksgiving Festival of Values at the Store Saturday

One last word before the big rush Saturday---Come as early as you can---We're ready to supply your every Thanksgiving need, for, even with the big Thanksgiving buying that's been done, there's plenty of choice for everybody here. Take advantage of the 8 o'clock specials.



Ribbons for the Holiday

Saturday will be a great "Hat Bow Day" at the ribbon counter. A complete hat trimming for the holiday will cost but 1.50. All the newest knots are shown in the collection of handsome bows and rosettes. The "Coronation," the "Derby" and the "Chrysanthemum" are among the prettiest of the new styles, all being made up in correct autumn shades; navy, alicia, royal, cardinal, wine, red, rose, amber, brown, pumpkin, copper, myrtle, moss, reseda, tilleul, grey, taupe and amethyst are some of the tones. The bows contain 6 yards of elegant duchess satin or pure taffeta ribbon, 5 and 6 inches wide, and are ready for use; complete, with band for around crown. Each 1.50

Fancy Ribbons 39c

Besides a full range of colors in all our lines of beautiful millinery and fancy ribbons we are making a special display of Dresden, stripes and Paisley designs, in silk and satin finishes, showing beautiful combinations of colors. These are excellent ribbons for bows, sashes, etc. Widths 6 and 7 inches. We tie them free of charge. Per yard 39c

Avoid the afternoon crowd if possible; come early in the morning, to be sure of the best service and prompt delivery of your orders.

—Main Floor—Yonge Street.

A Specially Good Value in Young Women's Coats \$10.50

The illustration shows a very smart Winter Coat for Young Women. Made in several different patterns; in tweed, also wide wale diagonal chevrons, in colors of black, green, cadet and brown; semi-fitted back, with pleats in back from waist line; large lapels fitting close over notch collar; beautifully tailored; perfect-fitting garment; bust 32, 34 and 36. These coats very specially priced to sell, each 10.50

Young Women's Coats Reduced to \$8.50

Young Women's Full-Length Coats; assorted in two-tone tweeds, oxford greys, also plain black; fancy weaves in cheviot cloth; single-breasted with large lapels and black velvet collar; neat coat sleeve; semi-fitted back; very natty style; bust 32, 34 and 36. Reduced price, each 8.50

—Second Floor—James Street, North.

One Big Hosiery Item

Women's High-Class Hosiery, consisting of plain and fancy embroidered designs; fine silk lisle and cashmere; full fashioned, with double sole, heel and toe and garter top; in a good range of fancy colors and black. Saturday, per pair 25

Cannot promise to fill phone or mail orders.

Gloves Offer Price Inducement

For holiday wear these Gloves are well fitted and the prices are far below those usually charged for the grade.

Men's Capelin Gloves, made from choice skins; have one clasp, outside seams, gusset fingers, Bolton thumb and spear-pointed backs; assorted tan; sizes 7 1/4 to 8 3/4. Reduced to, per pair 50

Women's Extra Fine Kid Gloves, made from soft pliable skins; are free from flaw or blemish. They have two dome fasteners, oversewn seams and silk-stitched points; colors are tan, mode, beaver, brown, myrtle, navy, ox-blood and black. This glove carries EATON'S guarantee. Per pair 69

—Main Floor—Yonge Street.

Girls' Coats Saturday Morning, \$2.75

Can't Promise Mail or Phone Orders

We've a big day's business to do—we're bound to be rushed all afternoon—every bit of morning business relieves the afternoon crush—that's why we make such a remarkable offer as this:

Girls' Winter Coats, made in cheviot cloth; colors of navy blue, grey, brown and green; double-breasted style, with high storm collar; plain coat sleeve; full loose back; splendid-fitting garment; all sizes for girls 4 to 14 years; 200 of these coats for 8 o'clock Saturday; each 2.75

—Second Floor—James Street North.

Suggestions For Underwear Buying For Saturday

The completeness of the stocks offers every satisfaction to those needing Fall and Winter Underwear

Women's Vests or Drawers, 1400 only; fine quality merino (wool and cotton mixture); colors white or natural; vests are high neck; buttoned front and long sleeves; drawers are ankle length; both styles; sizes 32 to 38 inches. Saturday morning 28

Women's Corsets, of flannellet; in fancy stripes of pink and white or blue and white; Mother Hubbard style; neck and sleeves finished with frill of material; lengths 56, 58 and 60 inches. Saturday morning 33

Women's Corset Covers, of nainsook and cotton; full fronts; finished with fine tucks; fine lace or embroidery insertion and frills of fine lace or embroidery; slightly soiled; sizes 32 to 42 inches. All sizes in the lot but not in any one line. Saturday morning 13 to 33

Children's Vests or Drawers, made of fine quality merino (wool and cotton mixture); are high neck; open and closed front; long sleeves; drawers are ankle length; natural color; sizes to fit ages 2 to 4 years. Saturday morning 29

Women's Vests or Drawers, Zenith, fine quality merino (wool and cotton mixture); color white; vests are high neck, button front and long sleeves; drawers are ankle length, both styles; sizes 32 to 38 in ches 75

Bridal Sets, consisting of gown, drawers and corset cover; made of fine quality nainsook; fine hand made and hand embroidered; all sizes.

Gown, slip-over style; round yoke of fine hand-embroidered nainsook, also row of fine embroidery beading; neck has ribbon draw and hand-embroidered scalloped edge.

Drawers, finished with row of fine embroidery beading; wide frill; hand-embroidered and scalloped edge.

Corset Cover, fine hand-embroidered front; neck finished with ribbon draw and scalloped edge, back with cluster of fine tucks; waist finished with embroidery beading. Price complete. Special 5.00

—Second Floor—Centre.



Persian Lamb Muffs Reduced to \$13.25

They are in the empire shape, of first-class pelts; in a large or medium glossy curl; have a finely-made down bed and black satin lining. They are offered at much below usual price for special Saturday business. Each 13.25

16 Grey Lamb Muffs at \$2.75 Each—Suitable for women or misses; a fine quality grey lamb, in medium curl; grey satin lining and wrist cord. But only 16, Saturday morning, each 2.75

50 Black Coon Muffs at \$5.00 Each—This is the fur commonly termed "Western Sable"; good full-furred skins are used in these muffs, and they are designed in the empire style; nicely lined and equipped with wrist cord. Price 5.00

Astrachan and Muskrat Coats Give Extra Good Values



The illustrations depict the styles. Here are brief descriptions:

Astrachan Coat on the Left, \$32.95—It is 35 inches long, in box front and fitted back design, trimmed with western sable collar, lapels and cuffs; gives a good smart appearance and is a warm coat for either walking or driving; nicely lined with Italian cloth; made in our own workrooms. Special value at 32.95

Our Astrachan Coat is, we believe, the only coat of this kind produced in Canada at this small price (\$22.50); 34 inches long, box front, large rolling collar and short lapels of self, tight-fitting back, lined with twilled Italian cloth. This garment also is made in our own workrooms, and is a rare value at the price 22.50

The Coat Shown on the Right is of natural muskrat; it is 48 inches long, designed for either auto or driving wear, box back and front, large rolling collar and medium sleeve and cuffs of self, lined throughout with heavy brown satin. This garment is made of best selected rat. Price 80.00

Also in exactly the same style and with the same lining is a Natural Black Muskrat Coat at 85.00



Children's Muskrat Reefers Clearing at \$25.00

They are 24, 26, 28 and 30 inches long, with regular box back and front and high storm collar, brown satin lining; a warm and cosy coat for the little tots. Much reduced to 25.00

—Second Floor—Albert Street.

Big Savings in Men's and Women's Fine High-Grade Boots

Offerings that make it well worth while to get here early—at 8 o'clock—or as soon after as possible.

680 Pairs for Women—High-class styles, in fine patent coltskin, Blucher Boots, with dull tops, extension soles, suitable weight for walking. There is hardly anything dressier in footwear than a nice pair of patent boots. These are all nicely finished; Cuban heels, and show dainty, high arch; sizes 2 1/2 to 7. Saturday, while they last 2.45

1000 Pairs for Men—This lot consists of excellent styles for fall wear, in tan calf, velours calf, bright finish, and patent coltskin, all high-grade qualities, made by Goodyear welt process, medium weight, and heavy walking style, all Blucher tops; a decided snap, and a great chance to procure an up-to-date pair of boots for the holiday; sizes 5 1/2 to 11. Saturday, your choice 2.50

Recent Arrivals in the Armstrong Boot for Women

Now is the time for you to make your plans for Autumn Footwear; you will need to have something specially good in an out-of-doors boot, and in the Armstrong you've a boot irrefragable in appearance and quality. It has in every detail extra points of strength and excellence, which places it in the front rank of high-grade footwear. A few of the popular styles:

Fine Grade of Calfskin, with a smooth velour finish, with dull kangaroo top, Blucher cut, creased vamp, Goodyear welted soles and medium heels 4.50

A Buttoned Boot, in a stylish design; the high top, made from fine smooth-boarded calf, with wing-shaped toecap, Goodyear-welted soles and high heels; very swell 5.00

The College Last—This is a good style in Walking Boot, the full orthopaedic toe, choice quality of very fine goat kid, heavy Goodyear-welted soles and military heels 4.50

A Popular Boot Suitable for Almost Any Wear—A dressy design, in a very neat shape, fine vici kid, patent toecap, kid Blucher tops, Goodyear welted soles, with slight extension edge, and Cuban heel; the high-cut top 4.00

—Second Floor—Queen Street.

Great Savings in Appropriate Curtains

The season demands heavy and rich hangings on arches, doorways, etc. Such are these:

Mercerized Silk Tapestry Portieres, 50 inches wide, 2 3/4 and 3 yards long, of heavy reversible cloth, in plain colors of red, brown, myrtle, forest, Nile and empire. The several good designs are odd lines out of our regular stock, with a choice of trimmings, fringe top and bottom, silk gimp or Vandyke edging one side and bottom, being a possible choice. Reduced to clear, pair 6.50

See Queen Street Window. —Third Floor.

7-Piece Glass Water Sets

Neatly decorated with floral patterns and gold finish; includes large glass water jug and six glasses to match. Saturday, per set 50

Handy Gas Lighter

Never fails to give satisfaction, easy to work and perfectly safe; one tip in average use will last three months; new tips can be secured at 8c each. Ask Saturday for the Blitz Lighter, each 15

Hay Forks

Heavy Steel Forks, three prongs, fitted with long ferrule to a handle of straight grain white ash. Each 25

A Comfortable Horse Collar

The Pipe Collar—A high-grade hand-made collar of long straw, leather-faced, open top with 1 1/4-inch strap and buckle, leather pad on top of neck; steel pipe in throat of collar to prevent it spreading. Saturday, each 4.50

Special Priced Leather Suit Cases, \$3.50

Have you a presentable Suit Case for the holiday trip? We took advantage of a timely offer from a leading manufacturer, and secured 150 high-grade solid leather Suit Cases at about the usual cost price. Some are samples, others slightly scratched.

Cowhide covers, in russet and chocolate colors, in a number of styles; all have polished brass fittings with pocket and straps inside; many have straps going all round case; others with short straps at top. Two sizes, 24-inch and 26-inch. Saturday, to clear 3.50

—Basement.

THE T. EATON CO. LIMITED