

# EATON'S DAILY STORE NEWS

Strong semi-porcelain Baby Plates of very durable quality, decorated with pretty and attractive pictures that will appeal to children. Special Saturday . . . . . 29c

Mark Envelopes for Mail Orders for Goods on this page "City Ad."

## Smart Designs in Persian Lamb Jackets

Fashionable, of general usefulness, and most durable, the Persian Lamb Jacket is an exceptionally good investment. And the designs being shown at present in the Fur Section are more attractive than ever before. A perfect example is found in one particular production at \$275. It is 50 inches long, with a close-fitting back, straight front, long shawl collar, the sides and back of the skirt being smartly slashed and corners rounded.

Two of these Coats Saturday, each . . . . . 275.00  
Attention is also directed to other items of special good value:

4 Special Persian Lamb Jackets, large curl, 40 inches long, straight front, semi-fitting back, storm collar, medium sleeves, slash sides, black satin lining. Special for Saturday . . . . . 140.00

12 Persian Paw Sets, consisting of fancy rug muff of very large design, trimmed on fronts with silk buttons and silk tassels and throw tie with fancy ends, trimmed with silk buttons and tassels, brocade lining. Special, per set . . . . . 12.75

25 Throw Ties, of Persian paw, 60 inches long, graduating from neck to wide ends, diamond shaped, black satin lining . . . . . 4.95

**Alaska Sable Muffs, \$12.85**

50 Fine Full-furred Alaska Sable Muffs, good large empire block, down bed and wrist cord, brown satin lining, all made from natural colored skunk. Saturday . . . . . 12.85

—Second Floor—Albert Street.

## Girls' New Middie Dresses

Good Style, Good Material and Moderate Price

Every school girl wants a middie dress. She feels out of fashion if she is without one. And her mother is sure to approve of her choice, because no gown is more serviceable or suitable. Both daughters and parents, therefore, will be interested in a new design in girls' middie dresses that will be shown on Saturday. The novel feature, as seen in the illustration, is the deep kimona shoulder, the blouse slipping on in jumper effect. The material is fine navy serge, trimmed with red serge or black and white check, brass buttons and black satin tie contributing the finishing touch. Sizes 6 years, 4.75, 8 years 5.00, 10 years 5.25, 12 years 5.50, 13 years 5.75, and 14 years . . . . . 6.00

## Children's Winter Coats \$2.00

Children's Warm Winter Coats, made of diagonal cloth, in smart box effect, with collar and cuffs trimmed with fancy braid and brass buttons; lined with black and white check. Colors navy, green, brown or blue. Sizes, 2, 3 and 4 years. Price . . . . . 2.00

## Women's Waists at Special Prices

Women's Net Waists, made in dainty style, the front with yoke of lace, outlined with pipings of Persian silk and finished with pleated frill of net, edged with silk band; new sleeve with tucked cuff, white or ecru. Sizes 32 to 42. Price 1.98

Women's Fine White Lawn Waists, with embroidered panel down front, finished with cluster tucking, three-quarter sleeve with cuff or insertion and lace; buttoned back; sizes 32 to 42. Price . . . . . .50

## Tailored Linen Waists Less Than Half Price 98c

Women's Tailored Waist, of pure Irish linen, made with the new plain back, finished in front with clusters of wide and narrow tucks, and fastened with large pearl buttons. Sizes 34 to 42. Saturday less than half price . . . . . 98c

## Black Sateen Petticoat \$1.00

Women's Black English Sateen Petticoats, with two piece flounce, finished with shirring, tucking, gathered frill and under piece; lengths 38 to 42. Price . . . . . 1.00

—Second Floor—Centre.

## Extra Big Price Reduction in the Underwear Section

Corsets, Gowns, Vests and Drawers at Half Price.

2400 only Women's Vests or Drawers, heavy ribbed merino (wool and cotton mixture), button front, long sleeves, neatly trimmed, pearl buttons, colors white or natural, sizes 32 to 38 inches. Saturday, per garment, half price. . . . . .25

Women's Gowns, of cotton, slipover style, neck finished with one row of lace insertion, one row or lace beading and ribbon and edge of lace, elbow sleeves, finished with edge of lace. Lengths 56, 58 and 60 inches. Saturday . . . . . .33

Women's Corsets, of coutil, medium bust and long hip, hose supporters, lace and ribbon trimmed, color white, sizes 18 to 26. Saturday . . . . . .75

—Second Floor—Centre.

## Extra Good Quality Hosiery Clearing at 25c

Silk lisle and cashmere, in a number of fancy colors, full fashioned, with double sole, heel and toe, colored with the best German dyes; come in sizes 8½ to 10. Saturday at, per pair . . . . . .25

We cannot promise to fill phone or mail orders.

Children's Plain Cashmere Hose, made from selected cashmere yarns, with fashioned leg and seamless feet, have reinforced heel, toe and knee; sizes 6 to 8½. Per pair . . . . . .25

—Main Floor—Yonge Street.



## Men's Gloves of the Better Grade

At prices ranging from .75 to 2.00, are gloves made by prominent English firms that give a wide choice for everyday wear and for dress occasions.

Our .75 Glove, the "Oxford," is a men's capskin glove, perfect in every respect, with 1 clasp, outside seam, gusset fingers, Bolton thumb and spear-pointed backs. Assorted tans only. Per pair . . . . . .75

Men's Fine Kid Gloves, "Derby," are made from soft, pliable skins, with 1 clasp, pique sewn seams, Bolton thumb and imperial points, a very dressy glove in tan, brown and black. Per pair . . . . . 1.00

Men's Capskin Gloves, made from selected skins, especially for our trade, have 1 clasp, outside seams, Bolton thumb, gusset fingers and arrowed backs, oak and English tan. Per pair . . . . . 1.00

Men's Very Fine French Kid Gloves—"Majestic," are made from No. 1 kid skins, with 1 surety clasp. They are pique sewn and have gusset fingers and paris points. Colors tan and brown. Per pair . . . . . 1.50

Men's Extra Choice Capskin Gloves—"Varsity," are made from picked skins, free from flaw or blemish, with 1 clasp, outside seams, gusset fingers, Bolton thumb, arrowed backs and silk linings, oak and English tan. Per pair . . . . . 1.50

Men's French Suede Gloves, made from the finest French skins, have 1 clasp, pique-sewn seams, gusset fingers, Bolton thumb, imperial points and silk linings. A correct glove for all dress occasions. Assorted greys. Per pair . . . . . 2.00

—Main Floor—Yonge St.



## Saturday Here Again With Its Early Morning Footwear Offer for Men

"Saturday's Special" in the Footwear Section has grown to be looked forward to by the men who appreciate what good Footwear buying these inducements mean. Saturday is Footwear-Buying Day—so many make provision for the morning—and to get the buying started in the early morning we put forth these "specials." This week's is an extra good one. Don't miss it.

The lot consists of new styles in patent leather, gun-metal and velour calf, all snappy Fall designs, dressy enough for the most particular man, and good enough quality to give every satisfaction in wear and perfect fit; Blucher tops, extension sole and neat walking styles; sizes 5½ to 11. Saturday morning . . . 2.50

## New Footwear Styles for Fall at Popular Prices

For Women—Walking Boots, comfort, style and wear combined; these are made from select grade of dongola kid, laced, buttoned or Blucher styles. 2.00

A Stylish Walking Boot, in buttoned or laced model for 1910, fine vici kid, beautifully made, Goodyear welted, sewn soles . . . . . 2.50

New Eatonias, in pleasing styles for Fall, vici kid and patent calf, very well buttoned or Blucher tops, Goodyear welted and turned soles; large variety of styles; one price . . . . . 3.00

Dressy Patent Calfskin Boots, extra fine grade, hand-turned soles, designed especially for light dressy wear, seams all silk stitched, beautifully finished; sizes 2½ to 7. Special . . . . . 3.50

For Men—New Calf Eatonias, the greatest value yet; extra choice quality welted sewn soles; a favorite for Fall wear; sizes 5½ to 11 . . . . . 3.00

A Nobby Boot for Young Men, it is called the Nob Last; a fine tan calfskin in Fall weight; natural color; very stylish; Goodyear welted; an ideal fitter; sizes 5½ to 10 . . . . . 4.00

Special Fall and Winter Boot, made to resist rough weather; tan winter calf, heavy double soles; uppers and soles vulcanized, bellows tongue; leather lined all through; all sizes. Special . . . . . 3.95

—Second Floor—Queen Street.

## Baby Carriage Special Saturday Morning \$15.00

Bodies are of polished wood, goods of English leather cloth—some have heavy strap gearing, others with spring gears—heavy steel wheels, with rubber tires.

They are of English make and finished in up-to-date style. Considerably reduced for quick clearance . . . . . 15.00

## Remarkable Values in Doll Cabs and Velocipedes

Wicker Doll Carts, with long handle, and steel wheels, three sizes . . . . . 19, 35 and 40  
English Doll cabs—Exact miniatures, have highly polished body, with rubber tired wheels. Special . . . . . 3.50

—Fifth Floor.

## College and Club Pennants

Pennants in variety of designs, representing every college and prominent city clubs, at EATON'S low prices.

Some of Varsity, St. Andrew's, St. Michael's, P. C. I., Riverdale C. I., Knox, McMaster, Dental, Haverlag, St. Margaret's, Jarvis C. I. Prices:

15 x 36 inch photo of college . . . . . 1.25  
15 x 36 inch shaded letters . . . . . 1.00  
15 x 34 inch college seal . . . . . 1.00  
8 x 25 inch college seal . . . . . .75  
10½ x 31 inch monogram . . . . . .50  
10 x 30 inch plain letters . . . . . .35  
8 x 25 inch plain letters . . . . . .25

—Fifth Floor.

## Special Saturday Selling of Smart Millinery

Dress hats in fashionable shades and shapes and trimmed in newest approved style, to be offered Saturday much below the usual price.

One of the most tempting attractions in the store on Saturday will be the offer of 100 smart dress hats, at, in many instances, half their usual price. The collection consists of beautiful silk, beaver, satin and velvet covered shapes trimmed according to recent New York ideas, with ostrich plumes, osprey wings and fancy mounts, the popular touch of tapestry, and of gold and silver cloth, being characteristic of many. King's blue and black and white are prominent color features. Each has some original and distinctive treatment, and is very exceptionally low priced at . . . . . 8.00

## Draped Turbans and Tailored Hats at Special Price

There will also be placed on sale on Saturday:—  
Draped Turbans, in smart combinations of satin, panne velvet, tapestry, gold and silver cloth, with gold and silver cords and ornaments, strongly in evidence as trimming. Saturday special . . . . . 4.95

100 velvet, beaver and silk street hats, in neat tailored designs, trimmed with dresden, roman stripe, and plaid ribbon, fancy wing and feather mounts, with finishing touch of gold and silver braid. Saturday special . . . . . 3.98

## Ostrich Plumes at Moderate Price

100 Ostrich Plumes, twenty inches in length, the fibre thick and extra long, gracefully curled and dyed a rich, lustrous black. Special . . . . . 4.00

Willow Plumes, in a rich black, black and ivory, or ivory white, fifteen inches long and thirteen inches wide. Beautifully curled. Special . . . . . 3.50

—Second Floor—Yonge St.



## Wall Paper at Half Price For Early Buyers

Such values at such low prices have not been equalled here in months—enough in each variety to satisfy any number of customers, but some lots are small, just enough for one room, in fact, and they are a few of the good ones, so morning choice is advisable.

## Half Price Special in French Paper, Room Lots

Stenciled designs in hand-colored fruit and floral groupings—conventional and stripe patterns for dining rooms and libraries. Enough in each lot to complete room 14 x 15 feet. Room lot . . . . . 8.00

Canadian Glimmer Papers—An extra heavy stock, in good colorings, suitable for lower floor rooms, have 18-inch borders. Per yard . . . . . .25

Wall and ceiling . . . . . .5  
French and German Papers—These for wall only to be used with plain or fancy ceiling, dozens of patterns in variety of colors—for bedrooms, sitting rooms, halls, etc. Away less than half price. .10

## Oatmeal Velour Papers

Plain papers of oatmeal velour that are having a popular run at the present time. They are being used for all styles of rooms and both walls and ceilings. Their decorations are of light and dark green, brown, and tan shades. Saturday, per 8-yard roll . . . 15

—Third Floor.

## A Complete Photographic Outfit With Camera Special \$5.50

Seldom comes such good camera news as this—A first-class camera that can be used for all kinds of photography, portraits, groups, landscapes, views and interiors, together with a roll of films, interesting book of instruction and complete developing and printing outfit, consisting of dark room lamp, dishes, measure, developing powders and fixing powders, post card printing frame and a packet of post cards. Everything complete and in perfect shape at a greatly reduced price for Saturday morning, brisk selling . . . . . 5.50

—Main Floor—James St.

## Women's Neckwear Samples, 25c

A sample line of Women's Fancy Collars and Jabots give much above the usual values at the price. They are all neat, stylish goods, made of nets trimmed with ribbon, and fancy washable arrangements, including the pretty jabots. Early comers will have best choice. Saturday morning, each . . . . . 25c

## Women's Linen Handkerchiefs, 6c

Pure Irish Linen Handkerchiefs, of good size, are finished with hemstitching with various widths of hem; the lot was bought specially, and hence the extra low price. Saturday, each . . . . . .6

## Veilings at 19c per Yard

Large and Small Fancy Mesh Veilings, of many patterns, all about 18 inches wide, show many of the season's newest styles in black, brown, navy and magpie; a few hairlines are also included. Saturday morning, per yard . . . . . .19

—Main Floor—Yonge Street.

## Flowers for the Sunday Bouquet

Visit the Flower Section on Saturday and select a dainty bunch of beautiful Princess Violets for the Sunday bouquet; 25 large violets in each, with sufficient leaves of foliage. Per bunch . . . . . 22

Carnations, in shades of red, light, dark and medium pink, good stems; a pretty bouquet for the table centre. Per dozen . . . . . 35

Roses—Richmonds, Bridesmaids and Killarney, good stems, all freshly cut. Saturday morning, per dozen . . . . . 50

—Fifth Floor.

## At 4c, 8c and 12½c Counter

Fast Cutting Knife Sharpeners . . . . . 4  
Three-Hole Wood Mouse Trap . . . . . 4  
Nickel-plated Folding Coat Hangers . . . . . 8  
Cast Iron Stove Pipe Dampers . . . . . 8  
Handy House Hatchets . . . . . 12½  
Collection of useful pieces of wire goods, including Soap Dishes, Sponge Racks, Boiling Baskets, Soap Savers, Strainers, Toasters, Meat Rests, Cake Coolers, Photo Racks. Choice . . . . . 12½

—Basement.

## A Hat of Quality For Men



A New Black Derby at \$3, gives very gratifying buying. It is of an extra fine felt of very durable texture, soft and springy. Has medium roll brim and fairly high, full crown, giving a style particularly suitable for men of middle age. From either front or side view this is a hat that strikes one immediately as possessing unusually pleasing proportions. Pure silk trimmings; Russian leather cushion sweat-band. Price . . . . . 3.00

## The Soft Hat For Fall Wear

It is a favorite with men and youths, so we have gathered in a very large assortment of fedora, Alpine, Montecarlo and negligé shapes, the styles that find highest favor for present wear. English and American makes, at . . . . . 1.50, 2.00 and 2.50

## Children's Headwear For Fall

Navy blue beaver cloth and grey covert cloth tams . . . . . 1.25

Scarlet serge and undressed leather tams . . . . . 1.00

Navy blue beaver cloth tams . . . . . .75

Skidoo and Varsity caps in cloth and leather . . . . . 75

Navy blue Varsity caps . . . . . .35 and .39

—Main Floor—Queen St.

## Special Value in Single Harness, \$12.00

A High-grade Harness, with ¾-inch box-loop, blind bridle and over-check, 1½-inch double ply traces, folded breast collar and breeching, patent leather saddle, double lines and martingale; either solid nickel or genuine rubber mountings with goldline terrets and hook on saddles.

This set, of exceptionally good value in quality and style, only 19 in the lot. Saturday, per set . . . 12.00

—Basement.

## Unframed Oil Paintings Away Less Than Usual Prices

They are works of good English artists, all are imported and in a variety of sizes from a small photo size to as large as 16x24 pictures, each being keyed on stretchers ready for framing. There are fishing scenes, English coast scenery, moonlight scenes—many excellent ones in the Highlands of Scotland—pastoral scenes and dozens of other individual subjects. A pretty landscape scene in Scotland to be had for . . . . . 1.25

Others ranging in price up to . . . . . 10.00

## Neat Photo Frames 15c

Photo frames of ½-inch bead moulding, finished in gilt, green or aluminum, bronze, these fitted with cabinet openings, mats, glass and back. Complete . . . . . 15

## Picture Wire

In packages of 25 yards, tinned wire, per package .5, 7½, .10, .15, Gilt .25 and 40

—Third Floor.

THE T. EATON CO. LIMITED