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EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street
Doors are boxes where orders or in-
structions may be placed. These
boxes are emptied every hour until 1
p.m. and twice in the afternoon.

Men! The New Sweaters and Sweater Coats

Are now being shown in the Men's Wear Dept., Main Floor, Centre---Heavy wool sweater coats in cardigan, jumbo, or fancy stitch, and pull-over sweaters in styles and colors admirably suited for the season's sports, are included in the assortment.



The Whistle Blows! The Centre Kicks! The Game's On!

Do you always exhibit the same skill and alertness in choosing the proper things for outdoor activities as you do when actually playing the game? In the words of the athlete-philosopher---"Do you always start the season

Plunge into the season's sports prepared with, say, a sweater or a sweater coat on which you can depend for comfort, fit and quality--- Such are to be found in the EATON selection. For example:

See These All Wool Sweater Coats

At \$12.00 are Coats, in heavy cardigan stitch, made with two pockets, and hand-finished shawl collar, reinforced across shoulders, around collar and arm holes; in plain shades of khaki, tan, brown, cardinal or maroon. Sizes 38 to 44.

At \$10.00, in jumbo or fancy stitch, are Heavy-weight Coats, with shawl or high sport collar, single or double ribbed cuffs; in plain shades of light or dark brown, myrtle, grey or maroon. Sizes 38 to 42.

At \$8.50, in plain cardigan or fancy stitch, are Medium-weight Coats (as in the sketch at C), with shawl or sport collar; some with raglan shoulders, reinforced on shoulders, neck and armholes, and with double, close-fitting cuffs; in plain shades of slate, Oxford or natural grey, maroon, brown, fawn or royal blue, with natural grey trimmings. Sizes 36 to 44.

At \$8.00 are two good values---one line is in heavy fancy stitch, made with hand-finished shawl collar, and double cuffs; the other is of pure worsted yarns, in fine cardigan stitch; procurable in maroon, brown, slate or natural grey. Sizes 38 to 44.

At \$6.50 is a Coat with V-shaped neck, in fancy stitch, body with plain sleeves; also others, as above, in fine quality brushed wool, including light and dark brown or light and natural grey. Sizes 38 to 44.

Boys' Sweater Coats, in plain cardigan or fancy stitch, with shawl or storm collar, in plain shades of grey, maroon, slate or brown. Sizes 26 to 34. Each \$5.50.

Boys' Sweater Coats, as above, but not quite so heavy, in same colors; also cardinal. Sizes 26 to 34. Each \$4.50.

And These Sweaters and Sweater Coats for Men and Boys

F---These Coats are a mixture of wool and cotton yarns, in medium weight. They are made in cardigan or fancy stitch, with storm or shawl collar, and double, close-fitting cuffs, in grey, slate, maroon, brown, cadet, black and orange, or black and cardigan. Sizes 38 to 44. Each \$6.00.

At \$5.50 we are showing a nice range of Coats in cardigan or fancy stitch, in a variety of plain shades, including grey, maroon, brown or slate; also in a neat check pattern, in navy and grey (as indicated by the artist at A), or black and cardinal. They are made from a mixture of cotton and wool and have storm collars and single or double cuffs. Sizes 36 to 44.

At \$4.50 are Men's Sweaters, all wool, in pull-over style, with high roll collar, in plain cardigan stitch, in black and orange, navy and cardinal, grey and maroon, and royal and white; also Sweater Coats in fancy or plain stitch, with shawl or storm collar, in brown, khaki, maroon or grey. Sizes 34 to 42 in the lot.

B on the sketch shows a Jersey made of medium-weight cotton-and-wool mixture materials, in navy with red stripe trimmings. Sizes 34 to 40. Price, \$3.50.

At \$7.50 (as shown at C), is a Light-weight Sweater Coat, with shawl collar effect, in plain shades of light or dark brown, cardinal or maroon. Sizes 36 to 44.

At \$2.75, Plain Khaki Sweaters (as shown in D), in pull-over style, with straight band collar, without sleeves; plain cardigan stitch. Sizes 36 to 40.

Boys' Sweater Coats, in plain cardigan, jumbo or fancy stitch, made of cotton and wool. They have storm collars, two pockets, double or single cuffs; grey, brown, slate or maroon. Also in grey and maroon, black and orange, or brown and myrtle. Sizes 28 to 34. Each, \$3.50.

Boys' Sweater Coats, cotton and wool mixture, in plain or fancy stitch, with shawl or military collar and two pockets. An ideal coat for the schoolboy, in a variety of plain shades and two-color combinations. Sizes 26 to 34. Each, \$2.50.

Boys' Medium-weight Cotton-and-Wool Jerseys, in pull-over style, with stand-up collar and button shoulder and ribbed cuffs, in some plain shades; others trimming on neck and cuffs. Included are cardinal, navy, maroon or grey, or navy and cardinal or navy and white. Sizes 22 to 26, \$1.50; sizes 28 to 32, each, \$2.00.



THE T. EATON CO. LIMITED