MONDAY MORNING SEPTEMBER 9 1918

### THE TORONTO WORLD

EATON'S DAILY STORE NEWS

#### PAGE THREE

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

# "Boys in Blue"

HAVE YOU A "D. A."?

# Special Value Navy Serge Suits, \$8.75.

The very dressy appearance of this material commends it to thoughtful parents, which explains why they so often choose navy blue serge in preference to tweed.

Then, again, the suit that is fashioned from navy serge is always popular with the boys themselves.

Here are exceptionally good values. Boys' Suits, specially made from a fine twill, dark navy blue serge, in smooth finish. Carefully tailored throughout, the coat is cut in single-breasted style, has yoke, and at the back there are box pleats. Three buttons, patch pockets and waist belt; sewn at back only. The body linings are of good wearable quality, and the bloomer pants are also lined pants; have loops for belt and buckle at knee. This suit is made in sizes 29 to 34. Special, today, \$8.75.

### Better Quality Navy Blue Serge Suits

What more useful suit for fall or winte: could be imagined than this of roughfinished navy blue serge? When you see it you will agree that it makes an extra smart boy's suit. Has curved inverted pleats on the coat at each side back. Natty peak-shaped lapels on the coat, and slash pockets. The belt fastens with a buckle. Carefully lined with fine twill linings, and complete with full-fashioned bloomer pants. Sizes and prices are: 26 to 30, \$14.00; 31 to 33. \$15.00; 34 to 35. \$16.00; 36. \$16.50.

Worth while inspecting this very dressy little suit; manufactured from fine navy blue serge, which has a smooth, soft finish. The coat is single-breasted style and has slant pockets and curved pleats at back only. A loose belt around the waist can be fastened with buckle or button. Bloomer pants to suit. Sizes 29 to 34, price, \$20.00; sizes 35 and 36, price, \$22.50.

# Men! \$3.50 Will Buy a Soft or Stiff Hat For Fall

Cool September breezes begin to blow. "Soon I must buy me a fall hat and discard this straw summery one." But prices of hats are high --- very high --- in fact almost double last year's. In such a predicament what is more natural than turning to EATON'S where prices prevail as low as advantage got from buying months ago, in quantity, direct from the manufacturer, can keep them?

For example, take these soft felt hats at \$3.50. They are up-to-the-minute in style, appearance and finish. You'll like them, they have flat set or rolling brims with either bound or welted

edges, in greys or greens. Sizes 6 5-8 to 7 3-8. Then there are stiff hats made in England. This type of hat is being quite extensively worn in New York; it's style's latest dictates. They have medium height crowns of flexible self-conforming felt, with rolling brim and comfortably fitting cushion sweat band. Sizes 6 5-8 to 7 1-2. Each, \$3.50.

Men's and Boys' Caps in golf style, with one, four or eight-piece tops, with or without band at back; of tweed





materials in shades of grey, brown and fancy mixtures. Sizes 6 3-8 to 7 1-2. Each, \$1.25.

Kiddies' Hats of plushette, in "Rah-Rah" style, with brim of velveteen. Sizes 6 1-8 to 6 7-8. Each, \$1.25.

Serge School Caps, in Varsity style. Sizes 6 to 7. Each, \$1.00.

Take home a Fur-Lined Coat with you! They're

## Men's Heavy Sweater Coats In Early Clearance Today at \$1.98.

They're factory oddments, and more than likely amongst them will be some of better quality than others, making it well worth your while coming early and being able to choose the finest among a splendid collection of heavy-weight Sweater Coats at an unusually special price. They are of cotton and wool mixture, in plain cardigan or fancy stitch, have storm or shawl collar and two pockets, in a large assortment of shades, including cadet, slate, brown, maroon and grey. Sizes 36 to 42. Special. \$1.98

### And These Other Good Values in Regular Goods.

In coat style, with either laundered or soft double cuffs, in a variety of hairline or cluster stripe patterns, in black, blue, mauve and pink and grey, in several two-tone effects on light grounds. Sizes 14 to 171/2. Each, \$1.15.

Men's "EATON"-made Heavyweight Ribbed Cotton Combinations, in grey shade, with double body, closed crotch, close-fitting cuffs and ankles. French neck and mercerized lisle thread trimmings. Sizes 34 to 50. Suit. \$1.98.

Men's Work Shirts, "EATON" -made. These are of durable black and white drill, in assorted stripe patterns, with attached lay-down collar, breast pocket and single band button cuffs, Sizes 14 to 18. Each, \$1.15.

Men's "EATON"-made Night Robes, soft-finished flannelette, with turn-down collar, breast pocket and slip-over cuffs; in pink and white, blue and white, or white grounds. Sizes 15 to 19. Each, \$1.50.

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Headquarters, correspondent

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Possible.

USSIA

-Main Floor, Queen St.



lined with matched and well-furred muskrat, with shells of black beaver cloth, and collars of either Persian Lamb or Otter, in shawl or notch style. Sizes 40, 42, 44 and 46. -Main Floor, James St.

Men's Suspenders, in coatless style, in either 2 or 4-point models; of white elastic webbing, with nickel-plated loops and adjustable buckles; some slightly countersoiled. Special, pair, 19c.

-Main Floor, Centre.

Men! Your Attention Is Drawn to EATON-Made Fall Clothing at \$15.00, \$18.00 and \$22.50 EATON-Made Suits Are Offered at Prices That Set a Vigorous Pace---A Pace Intended to Clearly Demonstrate That "EATON" Clothing Values Will Take Some Beating.

## \$15.00

This is made possible, partly through tremendous purchases of cloth, that is quickly made into suits. Satisfaction in fit, style and appearance is gained through a staff of tailors who have grown expert through experience. Much has been said about "EATON" clothing many times before, much more could be said now; but if you're in need of a suit, come in and see these, the value is there to speak for itself.

At \$15.00 are youths' first longers, 3-piece suits, of tweed mixtures, in rich shades of grey, in small check patterns and hairline stripes, in single-breasted, form fitting sack styles. Sizes 33 to 36.

## \$18.00

Young Men's Tweed Suits, modelled purposely for the athletic figure, in single-breasted style, with medium length peaked shaped lapels, with belt all round, in hairline stripe in dark grey on black ground with thread mixture of brown and silver grey. Another model with plain back, in form-fitting sack style, in dark grey with a bluish grey and brown stripe, forming a pin check pattern. Sizes 33 to 39.

## \$22.50

Navy Blue Serge Suits, singlebreasted style, with plain back or with loose belt all round, in form-fitting styles for young men, of splendid cheviot serge, finished for autumn and winter wear (a material that should prove a general favorite this coming season). Vest closes with five buttons. Trousers have cuff bottoms, and belt loops at waist.

# \$25.00 Young Men's Fall Tweed Top Coats are principally tweed effects, in many weaves, rough finishes, and softer coatings. In grey and fawn and olive mixtures. In form-fitting, slipon models, and belted styles.

Sizes from 33 to 44.

-Main Floor, Queen St.



would come before winter. Talaat is now in Vienna. Talaat said the war had exhausted itself in itts achievements and that its continuance was manifestly use-less. "Our enemies, not excluding Ame-rica," says Talaat, "will shortly come to recognize that there is no sense in continuing hostilities." CHILD SCALDED TO DEATH. Galt, Sept. S.-While the mother was transferring clothes from a boiler to a tub on the floor. Leslie Alexander McIntosh, a year ind seven-months-cld son of Pte. John McIntosh; over-seas, threw a potato he was playing with into the tub, and in trying to re-cover it had his arm badly scalded. Death followed from the shock.

London, Sept. 8 .--- An official state battle zone says:

**GERMAN AIRCRAFT** 

**DOWNED BY BRITISH** 

Eleven Hostile Machines De-

Five of our machines are

stroyed—Twelve Forced to Land. ment on aerial activities over the

"Eleven German

"Observation for the artillery was continued both by airplanes and bal-loons. Some valuable reconnaissan-