

Take Escalators at Yonge St. Entrance to Second and Third Floors.

# EATON'S DAILY STORE NEWS

Store Opens at 8.30 a.m. and Closes at 5 p.m.

## Next Tuesday Is Hallowe'en -- Are You Ready?



Here Are Suggestions to Help Make Your Party a Thrilling Success

Hosts of Streamers, "Cut-outs," Caps, Lanterns and Table Fixings in the Flaming Yellow of Pumpkins, and in the Weird Black of Bats, Cats, and the Darkness of the Night, When Ghosts Walk and Witches Ride Through the Sky.

### Masks and False Faces For Hallowe'en Capers

Made in Japan and Offering a Choice of Pretty Almond-eyed Maidens, Absurd Old Men, and the Cleverest Caricatures of All Kinds of People.

FOR the real masquerade or for just impromptu fun-making, here are false faces imported from Japan—clever imitations of charming little Oriental maidens, funny old slant-eyed men and of tramps, joke-book Irishmen, soldiers, etc., etc. The masks, made of paper mache, are 20 cents each, and those of gauze 5 cents each. Some of them with imitation hair and whiskers are 10 and 25 cents each.

### Some of the Friday Bargains

Boys' Clothing. Big Boys' Overcoats, factory samples, some slightly damaged, and others are slightly shaded, but nothing to affect their wearing qualities. They are in ulster or slip-on styles of fancy overcoatings, in dark grey or brown, in various novelty patterns, double-breasted, with convertible collar, full fitting or belted back, and some with fancy cuff and split sleeves. All are warmly lined throughout. Sizes 28 to 36. Reg. \$5.50 to \$9.75. Friday, 4.50. Small Boys' Overcoats. Sample coats from our own factory. Not two coats the same. Fancy grey or brown overcoatings, chinchilla, khaki cloths and fancy MacKinaw. Every coat is in different style, plain back, with belt all around, others in various styled Norfolk effects. All fit snugly up to chin. Double-breasted models, warm fancy checks or plain linings. Sizes 3 to 9 years. Friday, 3.95. Boys' Suits, made from dark mixed tweeds of soft finish. Fancy Norfolk models, showing two knife pleats each side of back and front, with sewn-on belt at waist. Smartly cut lapels and form fitting shoulders. Strong, durable body linings. Full fashioned and strap and buckle at knee, also lined throughout. Sizes 24 to 30. Friday, 3.45. —Main Floor, Queen St.

### Men's Hats

High Grade English, Italian and American Soft Hats, fedora style, with flat set brim with welted edge and rolling brim with bound edge. Reg. \$3.00 to \$5.00. Friday, each 2.40.

### Men's Caps

Assorted Tweed Patterns and Plain Colors in grey, brown and heather mixtures. Friday, each .29. Children's Felt Hats in tan-rah shape, with dome crown with brim to be worn up or down as desired. Colors navy, scarlet, grey, green, red. Friday, each .150. —Main Floor, James St.

### Footwear

Men's Box Kip Bucher Boots, sizes 5 1/2 to 11. Friday, pair 2.00. Men's Leather-lined Boots, of box kip or gummetal calf, have heavy soles; some Goodyear welted. Sizes 5 1/2 to 11. Friday, pair 2.95. Small Boys' and Girls' Boots of box calf, Bucher style. Also patent leather with buttons, black cloth tops and doggole kid, button or lace style. Sizes in the lot 5 to 10 1/2. Friday, per pair 1.50. —Second Floor, Queen St.

### New Decorations for the House and Supper Table—All Strange and Weird

IF YOU VISIT the Stationery Department you will see heaps of uncanny things that are only waiting for Hallowe'en to start their meandering—cats of the blackest, lankiest and stealthiest description; fearsome-looking bats; pumpkins that grin and leer at you, and witches that positively make your flesh creep. They are here at the service of those who are giving parties on the thirty-first—to create for them the real, spooky Hallowe'en atmosphere. Thus:

#### Decorations for the House and Supper Table

Yellow and Black Cardboard Lanterns—may be put over electric light fixture if desired—in square design at 35 cents, and in three-cornered effect, 25 cents.

Black "cut-outs"—witches, owls, cats and pumpkins in black and in orange cardboard in sizes ranging from a few inches to half a yard high, priced from 10 cents a package to 2 for 15 cents—may be employed in a hundred and one effective ways of decoration.

Festoons of black or yellow crepe paper, 12 feet long, 10 cents each.

Black or yellow crepe paper streamers, 75 feet long—10 cents each.

Orange crepe paper ribbon, 7/8 in. wide—2 rolls for 5 cents.

Crepe Paper, 20 inches wide, in a wide variety of clever designs, grotesque and queer, with ghosts, cats, witches, pumpkins and all the celebrated company of Hallowe'en creatures—in a choice of light and bright colorings. Price 20 cents per roll of 3 yards—one particular pattern in flaming orange and copper, splattered with gilt, being 30 cents per roll.

#### Invitations, Place Cards, Favors

Place Cards in clever designs in cut-out and card styles are to be had 2 for 5 cents, and 6 for 10 cents.

Holders for almonds, bon-bons, etc., are daintily contrived from orange paper—10 cents each, and 2 for 15 cents.

Favors—Witches' Hats, yellow and black, are 2 for 25 cents. Other favors in the form of turnips, carrots and potatoes are 5 cents each.

Crepe Paper Table Napkins, gaily decorated with spookey symbols, are 5 cents per dozen; doilies of the same type are 24 in a package for 10 cents.

Crepe paper sets of white table cloth, 12 napkins, 12 doilies and 12 plates, are 30 cents per set.

Seals—for decorating invitations, tally cards, etc., are in pumpkin, witch, owl and cat effects, in various sizes, priced at 10 cents a package.

—Main Floor, James and Albert Sts.

### The Crackers and Candies That Belong to Hallowe'en

Marshmallows, Taffies, and Crackers That Are Bedecked in Orange and Black and Contain All Manner of Jolly Headdresses and Amusing Novelties.

WHAT'S a Hallowe'en party without taffy to crunch, marshmallow to roast and Jack crackers to snap? They belong to the occasion as truly as witches, owls and pumpkins. And they are ready for you to choose them—

Crackers in gay orange and black covers, decked with grotesque figures that can be worn as boutonnières, and containing head-dresses, toys, favors and mottoes—many different styles at 50 cents, 60 cents, 75 cents and \$1.25 per box of 12 crackers.

Hallowe'en Baskets for bonbons, with weird apple or pumpkin head serving by way of cover—these are an immensely interesting novelty at 2 for 15 cents.

Marshmallows, ready to roast, or already roasted—25 cents a pound.

And Taffies of every good, toothsome description—butter-scotch, walnut taffy, coconut taffy, peanut taffy, at 25 cents, 30 cents and 40 cents a pound.

—Main Floor, James Street.

### Here and There in the Store

When telephoning to the store for merchandise from more than one department, ask Adelaide 5000 for "General Order Department." This will enable you to give your whole order at once, saving you considerable time and trouble.

The "active service" Testament has been specially printed and strongly bound for soldiers. It measures 4 1/4 x 2 3/4. Is printed on specially thin opaque paper, has round corners and gilt edges. As a frontispiece there is Lord Roberts' message to the troops, and there are 12 favorite hymns at the back. In two styles of binding—khaki-colored sheepskin at 85c each; khaki-colored pigskin, 75c each. In the Book Section.

This cool, chilly fall weather prompts us to remind those who motor that in the Blanket Department on the Second Floor there's a great variety of heavy, thick, soft, woolly flugs that are extremely easy and comfortable. They are made of strong, soft-finished wool, in a variety of Scotch plaids, in plaid shades and fancy clan tartan checks; all are fringed at ends and are size 60 x 80 inches. Prices, \$6.50, \$7.00, \$8.00 and 10.50.

The Sporting Goods Department, Fifth Floor, is completely supplied with the necessary equipment for those who attend gymnastics.

Bandana Scarfs for men are now displayed in the Men's Clothing Department on the Main Floor in an interesting variety of quaintly colored patterns. Priced at, each, 85c, \$1.00, \$1.25 and \$1.50.

The Overseas Depot on the Second Floor is established for the purpose of assisting those who are sending comforts and establishes to the boys in England, France, Germany or in the Mediterranean. Carefully arranged packages are on view, made up from lists that have been found most popular with soldiers.

Attendants will give information, offer suggestions and take charge of the wrapping, addressing and shipping of parcels, etc. In the Men's Clothing Department is a big stock of Military Khaki Clothing, tailored in regulation style. Included are Officers' Overcoats, Oil Slickers for Infantry and cavalry, Tunics, Breeches, Fatigue Tunic and Suits, and Puttees.

### Splendid List of Men's Furnishing Bargains For Friday

MEN'S COLORED SHIRTS, "Emery brand," stripes of blue, black, mauve, on light grounds, single and cluster designs. Also fancy creeps in assorted stripes, made with soft double cuffs, all coat style and in different sleeve lengths. Sizes 14 to 17 1/2. Regular \$2.00 and \$2.50. Friday, each 1.48.

Men's Sweater Coats, plain and fancy styles, with high storm and shawl collar, include grey, brown, maroon, also grey and navy, brown and tan, grey and cardinal. Sizes 38 to 42. Reg. \$2.50 to \$3.50. Friday, each 1.95.

Men's Work Shirts of English flannel in light blue and grey colors. Made with attached soft turn-down collar, single band cuffs to button, breast pocket.

Sizes 14 to 17. Reg. 79c. Friday, each .50. Men's Bath Robes, included are conventional designs of blue and grey, grey and white, red and blue. Heavy blanket cloths, made with neat turn-down collar, the string, two pockets, fancy bordered ends and cuffs, heavy girdle at waist. Sizes 34 to 46. Reg. \$3.50 and \$4.00. Friday, each 2.95.

Men's Combination Underwear, wool merino and medium weight elastic rib cotton. The merinos are in light, natural and blue-grey colors. The cottons are in natural colors; all have comfortable closed crotch. Sizes in the lot 34 to 42. Reg. \$1.25, \$1.50 and \$2.00. Friday, a suit .98. —Main Floor, Centre.

### Proper Gloves for the Comfort of Motorists

IT'S IMPORTANT that the Motorist wear gloves that are not only comfortable in cold, windy weather, but that are soft and flexible, so that hands can be freely moved and perfect control of the wheel assured.

Such Gloves, possessing these special features, are obtainable at the following prices:

Men's Black Horsehide Gauntlet Gloves, lamb fur lined. Have prix seams, Bolton thumb and strap dome fastener at wrist, with six-inch gusset cuff. Price 3.75.

Men's Tan Cape Gauntlet Glove, made with strap dome fastener at wrist, prix seams, gusset fingers, Bolton thumb and gusset cuff. Price 3.75.

Men's Washable Peccary Skin Gloves, with prix seams, Bolton thumb, one dome fastener and tan kid binding at wrist. Price, per pair 2.50.

Men's Tan Cape Gloves, made with grill palm that grips wheel. Have reinforced fingers, one dome fastener, prix seams, gusset fingers and Bolton thumb. Price 2.00.

Men's Double Woolen Gloves, Scotch knit. Have seamless fingers, jersey wrist. In grey only. Price 2.50.

—Main Floor, Yonge St.

### Men's \$22.50 to \$30.00 Fall Topcoats, Friday, Each, \$17.75

MANY OF OUR FINEST FALL TOPCOATS in young men's styles, tailored of soft-finished tweeds in green, brown, olive or grey. Also rough finished tweeds, including a greenish grey with a mixture of green and golden brown, and also knitted materials in brown and green. Most are box-back, knee-length coats, with patch or slash pockets, and are lined through yoke and sleeves with satin. Also a few form-fitting knee-length coats. Sizes in the lot, 34 to 44. For this item we cannot take phone or mail orders, the quantity being limited. Regular \$22.50 to \$30.00. Friday 17.75.

Men's Single-breasted Sac Suits of brown and grey tweeds with small checks, stripes or fancy weaves; have high-cut vests,

and straight-leg trousers with strong pockets. Sizes 36 to 44. Reg. \$12.50, \$13.50 and \$15.00. Friday, suit 9.85.

Men's Worsted Trousers in dark grey with stripe patterns. Sizes 32 to 42. Reg. \$3.00. Friday, pair 2.25.

Workingmen's and Hunters' Coats, made of grass-color or khaki duck, have a corduroy collar. Also in brown corduroy with a woollen lining. Sizes 36 to 44. Reg. \$3.00 and \$3.50. Friday, each 2.50. —Main Floor, Queen St.



T. EATON CO LIMITED