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October 17.
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page "City Ad."

EATON'S DAILY STORE NEWS

If you are in a hurry,
take the New Queen St.
Elevators.

The new Queen St. elevators
are quicker because they're not
crowded.

Young Women's Coats \$10.00

Provide against colder weather by purchasing from this offering Wednesday of six different styles of young women's coats; made in full-length styles from various materials, including wide-wale chevrons, in the leading colors; heavy two-tone tweeds, diagonal chevrons, chevrons and heather tweed; in single and double-breasted styles, with notch or stand turn collars; bust measure 32, 34 and 36 inches. Extra special value Wednesday morning, each... 10.00

Young Women's Suits \$8.75

Odd lines of young women's suits, in serge and coarse worsted cloths; are assorted in shawl and notch collars on single-breasted semi-fitting coats, with two styles of neat pleated skirts. There's a good range of colorings and size in the collection. Bust measure 32, 34 and 36 inches; skirt length 35 to 38 inches. The clearing price is less than what the maker usually asks. Each... 8.75

Young Women's Coats \$5.00

Young women's coats of heavy cheviot; in navy or black; are double breasted, with semi-fitting back; plain coat sleeves, close-fitting collar and full-length coat. Bust measure 32, 34 and 36 inches. Special value, each... 5.00

—Second Floor—James Street North.

A Beautiful Display of French Lingerie

In a room especially adapted to the display of French lingerie, dainty, elegant surroundings, a flood of light and restful, comfortable chairs that you may view the goods at your ease, is to be seen some of the most beautiful hand work that ever entered the store. The marvelous dexterity and skill displayed in this collection, as well as the delightfully artistic touches, bespeak the clever French, but most remarkable of all are the low prices we are asking, and for anyone who knows the worth of hand-made lingerie, pleasant low-price surprises await them in this collection. See the showing Wednesday. Take New Elevators—Queen Street.

—Second Floor.

Big Saving of Wall Paper For Wednesday Morning

High-Grade Imported and Domestic Papers, in large variety of designs, in colors to harmonize with any style of home furnishing. To ensure the clearance of certain lines and bring early business, prices in many cases are down to half and less.

Wall Paper—Suitable in design for rooms or halls, made with 18-inch shaded frieze and ceiling to match; good colorings. Wall and ceiling, single roll, 5; 18-inch shaded frieze, yard... 2

400 rolls of Independent Side Wall Papers—Large variety of new shades and patterns, for halls, dining-rooms, parlors, bedrooms and dens; quantities from 16 to 40 rolls in each pattern. Remarkable saving on every single roll... 7

Thousand rolls of Canadian Gift Paper—For downstairs rooms or halls. The colorings are rich light and dark shades, side wall, ceiling and 18-inch frieze to match. Less than half price, single roll... 8

18-inch Frieze, yard... 4

Heavy Embossed Wall Paper—Made especially for parlors and dining-rooms. The colorings are rich and perfect, with fancy or plain ceiling and wide frieze to match. Reduced to clear, single roll... 11

18-inch shaded frieze, yard... 5

English Hall and Dining-Room Papers—In medium colorings; printed on 21-inch stock; eleven patterns in the lot; every roll is in this season's new designs. Less than third usual value, single roll... 23

Oil-Coated Burlap—1 yard and 2 yards wide; all ready prepared with one coat of paint; very desirable covering for halls, bathrooms, public buildings, dining-rooms, offices, etc. Special, per square yard... 13

Dome Black Lead, 6 in Box, 10c

720 boxes Royal Dome Black Lead; 6 domes in box; this is a high-grade stove blacking that will give a finish bright and lasting; 6 in box. Wednesday... 10

—Take new Queen St. Elevator—Third Floor.

Thousands of Feet of White Enamel and Imitation Oak Finish Moulding, Per Foot 1c

Moulding fit for any style of room, quality worth a much higher price, but we want a big day's business Wednesday, and moulding such as this at 1c per foot will ensure early brisk selling. The patterns are white enamel and oak finish mouldings, with plain lines; both are two special patterns out this season. Thousands of feet in the lot. To clear Wednesday morning at, per foot... 1

Take New Queen Street Elevators. —Third Floor.

Oriental Rugs: Some Half Price



New groups of our splendid oriental rug collection have been chosen to keep up the low-price campaign. The reductions are from a quarter to a third in every case, and on many rugs even a half drop has occurred from the already low prices of our regular stock.

Owing to some great strokes of good buying, the quality of this year's rug stock is unusually high, notably because of the recent Persian and Turkish revolutions. Be sure to visit the section early on Wednesday.

Shirvans, Beluchistans, Mousouls, average size 3-6x5-6. Special price... 8.79
Beluchistans, Gheundjes, Mousouls, average size 4x6. Price... 12.79
Kazaks, Kabistan, Gheundjes, Mousouls, average size 4x7 feet... 18.79
Kermanshah and some fine Persian pieces, in Tabriz, Ferahan, Sehna, average size 4-6x6... 49.50
Some fine large oriental rugs in the lot. Some excellent values.

Mesched, 8-5x5-9. Special price... 50.00
Yourouk, 12-10x10-3. Special price... 175.00
Mahal, 14x10-1. Special price... 95.00
Mesched, 13-5x9-1. Special price... 125.00
Meles, 12-8x10-1. Special price... 145.00

Shah Abbas, 12-1x10-4... 300.00
Hamadan, 11-6x7-10... 95.00
Mesched, 12-9x9-8... 110.00
Ispahan, 10-2x8-4... 100.00
Kermanshah, 12-2x8-4... 145.00

Francis-Algerian Rugs—Made with a strong, deep heavy pile, are a combination of wool and fibre, splendid for use in dining-rooms, libraries and sitting-rooms. The designs and colorings are all in the deep rich oriental shades. Size 6-6x9-8. Special price... 11.49

Heavy Tapestry Carpets—27 inches wide, 9 wires to the inch, good, sturdy, hard-wearing carpet. They come to us by special purchase, all being new goods from a manufacturer's clearance of dropped patterns. The designs are floral and conventional, and the range of colorings is large enough to suit any lighting or woodwork. Per yard... .67

An Excellent Showing of Axminster Carpets at \$1.35

We've expended some effort in getting for you a good dependable pile carpet at this low price. It is a good heavy fabric with a deep rich pile and worthy of special buying attention. The colorings are self-greens, fawn chintz, green chintz, oriental and cream ground Persians; a variety of patterns having borders to match. Price, per yard... 1.35

Heavy Printed Linoleum—2 yards wide; are of patterns taken from our regular stock; all fresh new goods; perfect in every way; a thick heavy quality that will stand lots of wear. You may choose from block, floral, tile, oak plank and matting effect; in well-defined, clear colorings. Special price, square yard... .27

—Third Floor.

Attractive Laundry Bags and Cushion Covers

The safe and tidy keeping of one's washable belongings in the interval between their being discarded and reaching the tub is a problem to which will be found a satisfactory answer in some very neat and dainty laundry bags in the Fancy Goods Section on the main floor. They are made of heavy crash, in natural, pink and blue, the word "Laundry" embroidered across one side. Exceptionally good value at... .25

—Main Floor.

Tapestry Cushion Slips 29c

The sofa cushion that fulfils its mission is subject to many knocks and thrusts and incessant crushing. That it should be covered to suit such usage is obviously apparent, therefore this line of tapestry pillow slips in the Fancy Goods Section on the Third Floor is eminently desirable. Woven in oriental design, they combine the serviceable with the artistic, and are very low priced at... .29

—Third Floor.

French Kid Gloves—Some Half Price 50c

Women's Genuine French Kid Gloves—with 2-dome fasteners, pique-sewn or oversewn seams, gusset fingers, Paris and imperial points; come in tan, mode, beaver, myrtle, navy and brown. These are made up of odd gloves from our regular stocks, some having been double the price. To clear, per pair... .50

Hosiery Reduced

Women's Fine Cashmere Hose—Made from fall-weight cashmere yarns, in seamless finish, have double sole, heel and toe. Sizes 8 1/2 to 10. Reduced to... .18; 3 pair for... .50

Men's and Women's Umbrellas

Extra fine quality silk and wool covers, over best paragon frames, with steel rod, offer a choice range of this season's newest effects in handles, including horn, pearl and gold, pearl and silver, natural wood, gun metal, partridge wood and fancy woods, mounting rolled gold and sterling silver. Each... 2.15

—Main Floor—Yonge Street.

40-Piece Tea Set for \$1.00

A value that betters the best we have ever had at such a price; 40 perfectly-shaped English porcelain pieces, decorated with a rich peacock blue wreath border, with plain edges, and finished with a smooth surface; a splendid set for general use. Wednesday, per set... 1.00

Fancy Fern Pots

Fern Pots, of Austrian china, with a large variety of floral patterns on pale cream ground; the designs are numerous, some new ones being included; all have gold-traced lines and edges. Special, Wednesday... 2 for .25

Salt and Pepper Shakers

Japanese China Shakers, neatly decorated with floral pattern and gold finish. Special, Wednesday, each... 4

Odd Fancy Plates

Just what you will want to fill in for the tea service or for decoration. These are tea plates and bread and butter plates in a large variety of floral, conventional and border patterns, with gold-traced edges. Clearing Wednesday... .7

—Basement.

Dining-room Table Covers of Artistic Designs

Your good taste cannot run astray in choosing these dining-room table covers shown in the Linen Section. Here are two particular covers that represent the happy artistic medium. Imported cloths, they are, one composed of plain brown or green rep, edged with gimp and bordered with band of tapestry, in fruit and floral design. Size 8-4x8-4, 5.50; 8-4x10-4... 7.00

The other cover is of the tapestry order, in two-tone effect, with rich embroidered finish. Crimson and green are the colors available, and knotted fringe edges the four sides. Size 8-4x8-4, 5.00; 8-4x10-4... 6.00

—Main Floor—Albert Street.

Colored Pictures in Gold Leaf Burnished Frames

Another shipment, with even more variety in the selection of beautiful land and water scenes—the last were gone before we had time to secure this new lot. Now the many enquirers will have the satisfaction of selecting from a very large variety. Many in the lot are pictures of animal life. Frames are easily worn the price alone, being of 3-inch gold leaf burnish, with neat ornamental figures at centres and corners. Wednesday, each... 1.15

Pictures of Animal Heads in Oval Frames, 35c

For the lover of animal life—these pictures depict favorite dogs—the setter and spaniel, the English bull, the wise and winsome Boston terrier, and the bloodhound, and photos of horses. They are beautifully colored on plain white card and framed in a handsome walnut finished oval moulding. With clear glass facing and strong back for hanging. Each... 35

—Third Floor.

If you're in a hurry take the new Queen St. elevators

33c Wednesday For Men's Flannelette Nightrobes

Made from a fine medium-weight English flannelette, in pink and blue stripes. Collar attached; yoke, pocket, pearl buttons; all seams double stitched. Sizes 14 to 19. Five hundred of them at less than cost of material. As an inducement for early-morning business, each... 33

And 33c For Men's Fleece Lined Underwear

Slightly imperfect, but nothing that will discount the wearing qualities nor interfere with a proper fit. Sizes 34 to 42. Six hundred garments (shirts and drawers), at, each... 33

Cannot promise to fill phone or mail orders for either nightrobes or underwear, and we reserve the right to sell only two garments (or suits) to each customer.

Men's Police and Firemen Suspenders 18c Pair

A heavy quality, with leather-stayed backs and cast-off leather ends.

Boys' Imported Worsted Jerseys 75c

Three-inch collar, close-ribbed cuffs, hem on bottom of skirt. Plain navy blue or cardinal, with stripes on collars and cuffs. This makes a splendid jersey for hard usage and will keep its color. Sizes 22 to 32.

—Main Floor—Queen Street.

Take the new Queen Street elevators

Liberal Supplies of Curtain Materials

Good assortment and generous value, giving combine to make the Upholstery Section an ideal shopping place. The values mentioned here are merely samples of the great savings possible in the department.

Sash Curtain Net—White and ivory; 30 inches wide; is finished with colored edge. Some patterns show double borders and all-over design; others are fancy stripes or floral effects. Good material for odd windows and doors. Per yard... .15

Fine Nottingham Curtains—54 inches wide, 3 and 3 1/2 yards long, in white or ivory; are made from best quality cotton and finished with overlocked edges, ensuring good wear. There's a choice lot of designs to choose from, being one of the best lines we have ever been able to offer at this price. Per pair... 2.00

Mercerized Tapestry Curtains—50 inches wide, 2 3/4 and 3 yards long; are neatly trimmed with fancy silk gimp on one side and bottom, or have a deep knotted fringe top and bottom. There are several new designs in floral or conventional effects, and the colors are in the new shades of dark red, forest green, Nile, empire, olive, light crimson and brown. Per pair... 5.50

English Rep Cretonnes—30 inches wide; show designs that include florals, stripes and conventional effects; in a full range of colors, for curtains and valances, cushion covers and upholstery. Price... .15

Plain and Figured English Wool Damask—50 inches wide; suitable for curtains or covering, in hall, library, dining-room or den; come in shades of crimson, brown, green and blue. This is a strong and durable cloth; well finished. Per yard... 1.00

—Third Floor.

Smart, Stylish 3-Piece Suits for Girls, \$9.00

A charming suit that answers every requirement in style and good looks, and the splendid quality of all-wool fancy diagonal stripe, of which it's made, assures long, satisfactory wear; for Fall and Winter wear; has full-pleated skirt, box pleated in front, jumper attached to skirt; has bias straps piped with corded silk; coat has nice effect, with roll collar of corded silk, pocket and cuffs, and strap across back; colors brown, trimmed with self, and navy trimmed with wisteria; sizes 8 to 14 years. Price... 9.00

Children's Bear Cloth Coats, full box effect with round collar and frog fasteners, lined with warm flannelette; sizes 22, 24 and 26. Price... 1.85

Girls' All-wool Tartan Plaid Dresses, good school dress; blouse has pleats over shoulder, finished with several rows of black silk soutache braid, and silk frill; full pleated skirt, lined with good percale; colors green with black, blue with red and grey stripes; sizes 6, 8, 10, 12, 13, 14 years. Prices 3.25, 3.50, 3.75, 4.00, 4.25 and... 4.50

Children's Dresses, of wool mixed and fancy plaids, front of blue, trimmed with piping of bias strap and button; belt and cuffs finished with piping of red sateen; pleated skirt; colors red, green, blue mixtures; sizes 6 to 14 years... 1.25

Children's Dresses, made of wool mixture, some black and white; have small and large pleats across front, black velvet and Russian silk braid, small brass buttons; others of fancy colored plaids with bias strapping and piping of red sateen; full pleated skirt; waist lined with percale; colors blue, red and green; sizes 6 to 14 years... 2.75

Girls' Lustré Dresses, Gibson pleat over shoulder, pointed yoke, finished with narrow silk braid and silk plaid piping, cuffs and back to match; colors brown and navy; sizes 6 to 14 years... 2.95

Children's Red River Coats, made of all-wool blanket cloth, navy blue, with red lining in hood, and collar and cuffs piped with red, finished with red sash and brass buttons; sizes 22, 24, 26... 4.25

—Second Floor—Centre

Dresden Ribbons at Half Price, 15c

Some odd pieces of our best selling lines, in which color ranges have been broken; heavy rich taffeta, in exquisite color combinations, including rose, mauve, red, blue, pink, rose and sky, on light and dark grounds; handsome designs for fancy work and millinery bows; all come in 6-inch width. Per yard... .15

We cannot promise to fill phone or mail orders.

A New Consignment of Our Famous Cedric Taffeta, this elegant ribbon is known for its good wear and handsome appearance; the new fall shades are included, navy, royal, Copenhagen, Alice, sage, wine, bordeaux, red, cardinal, old rose, moss, myrtle, emerald, grey, taupe, amethyst, mauve, cream, champagne, tan, brown, sky, pink, black and white; correct width for millinery bows, sashes, hair bows, etc.

4-inch... .15
5-inch... .20
6-inch... .25

—Main Floor—Yonge Street.

Small Quantity of Mirrors Reduced to \$1.25

The quantity is VERY limited—but there are enough to cause quite a stir at 8 o'clock; can't say how long there'll be any left after that, for they're elegant quality, fine, white bevelled glass, on adjustable swinging stand; a good-looking, useful mirror at an 8 o'clock half price Wednesday morning. Each, reduced to... 1.25

—Main Floor—James Street.

Near Leather Suit Case, \$1.75

Body of dark brown leatherette, so near to genuine leather it's hard to tell the difference; with polished brass lock and side clasp, lining of linen, inside pocket and straps; a good value at exceptionally low price. Two sizes, 24 and 26 inches... 1.75

Special Clearance of Glass Baskets, 8c

200 only Fancy Glass Flower Baskets, 6 3/4 inches high, in assorted colors of ruby, green and pink. Wednesday, each... .8

The Liverpool Bit

A strong Curb Bit, neatly finished and polished. Each... .60

—Basement.

New Lot of Imported Canaries

Right from Germany. These birds are all in perfect health, good singers and beautifully marked. Each... 3.00

Hyacinths and Crocuses

Hyacinths (Dutch), in colors of white, red, blue and mixed (single and double); these are most satisfactory for house culture and can also be planted in beds out doors. 5 each, 50 per dozen, 3.25 per 100. Get our lists of kinds and prices.

Crocuses—In a mixture of different colors; these are similar to tulips, and can be grown out doors. 9 per dozen, .45 per 100, 4.40 per 1000.

—Fifth Floor.



THE T. EATON CO. LIMITED