

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

# EATON'S DAILY STORE NEWS

"Every Child Should Know" Series of Books on Sale at Book Section, Main Floor.

**SEMENTS**  
**DRA** Seats Bell Place Co. of Yonge  
 Eva. 50c, 50c, 75c, \$1.50  
 Mat. 25c, 50c, 75c, \$1.50  
 BY (Inc.) Announcements  
**NAKED TRUTH**  
 in Comedy Success  
 Largest Musical Entertainment in America  
**NEW FIELDS**  
 One Year in New York  
**MIDNIGHT**  
 Six Cars of Economy  
**COMPANY-150**  
 Matinee go to St. p. 10c  
**Handlars**  
**ERT BAND**  
 (strong)  
 ER. - - Conductor  
**AL POPULAR**  
**CERT**  
**ll, October 8**  
 50c. balcony front 50c. new open.  
 Knights of Columbus DR.  
**AND COLLISON**  
 Best Entertainers.  
**l, October 12**  
 75c. \$1. Plan open.  
**ESS MATINEE SATURDAY**  
**HARRIS Present**  
**E. DODSON**  
**THE NEXT DOOR**  
 DOLLAR PRICES  
**DAILY MATS LADIES-10c**  
**VAUDEVILLE**  
**Y RICE & CODY**  
 IN THE BEER GARDEN  
**CRACKERJACKS**  
**w Theatre**  
 25c. 50c. 75c. 1.00. 1.50. 2.00. 2.50. 3.00. 3.50. 4.00. 4.50. 5.00.  
 of October 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31.  
 wood. Leo Carrillo. George Fells and the Acro Quartette, the Pleets-Larella Simpson, Sam Chip and  
**UNIVERSITY INVOCATION**  
 7th. 8 p.m.  
 H. FARMER deliver  
 Lecture on Religion of the Bible. Prizes and scholarships.  
**TS. WED. 25-50**  
**PLAY OF THE HOUR**  
**E ROSARY**  
 -A WINNING MISS  
**BURLESQUE**  
 MAKE IF YOU LIKE DAILY MATINEES  
**Y WHIRL**  
 York Theatre, N. in prices, the of the Day.  
**THEATRE 100**  
 Pictures.  
**EVILLE ACTS**  
 DAILY. 7 and 9.  
**OR LIGHT OPERA**  
 light opera in nine so I secure you a lass company. No four voice. Write J. P. McAVAY.  
**CKS**  
**CK COMPANY**  
**Red Bricks**  
 and made of field Tile.  
 Mimic.  
**rk 285c.**  
**rk 2697.**  
 h Yrof. Farmer purpose.

## Home Journal Skirt Patterns

New straight and hobble effects in plain and fancy designs. The narrowing of the skirt is the most notable innovation in presentation of new styles. It is the essential change without which a costume remains hopelessly out of vogue. The effect is developed in many varying ways, six of which are exemplified in a number of new designs now available in the Pattern Section. They represent unusually smart-looking skirts, four of them of the plain tailored order and two of them fancy. No. 573 is a strictly plain two-piece design fastening at the side; No. 5753, similarly plain, in three pieces, with inverted box pleat or habit back; No. 5729, for light-weight materials, also in three pieces, gathered to the full, and to be made with or without the popular knee band; No. 5727, a three-piece model, with habit back and slightly circular flounce; No. 5696, a four-gored skirt perfectly plain, closed at side, with attractive belt; giving slightly empire effect, and No. 566, suitable for various weights of material, a lower hobble band being the distinguishing feature.

All Ladies' Home Journal Patterns, obtainable at the Pattern Section, Ground Floor, at, each .15  
 -Main Floor—Dress Goods Section.

## Cross-Bar Handkerchiefs, 6 for 35c

Imported direct from Ireland, and specially low-priced, are these Fine Cross-bar Handkerchiefs. They are cut in neat size for women, narrow hemstitched edges, and neat initial embroidered in corner. Extra special value. . . . . 6 for .35

## Now For a Big Buying Stir in the Coat Section Saturday



## Women's Stylish, Serviceable Coats Going at, Each, \$7.50

Perhaps such weather as we've been having does not suggest coats or heavier apparel, but there is due a day soon when cold, snappy weather will cause a rush of coat buying that will soon play havoc with the beautiful assortment awaiting you now. That's why you should buy now and be prepared, and this price is why you should come Saturday morning as early as possible, for such a value is worthy of an 8-o'clock crowd. High-class fall and winter coats, made to sell at much higher figures, seven-eighths and full lengths, mostly semi-fitted. Amongst them are nobby boucle tweeds, with college collars, heather mixtures with velvet collars and plain revers, ulster strapped broadcloths, wide wale chevots, with military collar, inlaid in velvet and Paisley silk, our Presto duplex collar coat for which we hold the sole selling rights for this part of the continent; made of a high-grade winter weight pebble cheviot, semi-fitting, half lined; owing to special patented features coat can be worn as plain collar and revers or double military close-fitting collar, as shown in the illustration. Reduced Saturday to, each . . . . . 7.50

## Women's Rain Coats Reduced

We have culled out a few odd lines from our high-priced coats, including moire rubberized, absolutely waterproof, with ample collars close to throat, in good shades, and marked them at, each . . . . . 7.50

Women's Ten-Dollar Suits—Made in a neat plainly tailored style, from an all-wool imported beautifully finished suiting; coat lined with a highly lustrous Italian lining, skirt shows hobble banded effect at side of straight-front panel. A limited number only, in black, navy, brown and lighter blues. Each . . . . . 10.00

## Nobby Coats From Berlin

A recent arrival gives us a grand showing of sample and model coats of distinctly high-class cut and finish, made from smart, stylish tweeds, heather mixtures and diagonals, many good touches at collars, cuffs and pockets, showing individuality and up-to-date styles; some have all velvet collars, others collar of contrasting cloth, while also shown for the first time is the new over-shoulder revers, a novelty worth inspecting; the lot is specially priced at, each, from . . . . . 10.00 to 15.00  
 -Second Floor—James Street.

## Neat Little School Dresses, \$2.00

Saturday, when the school room is closed and the little kiddies are free to accompany their mamas to town, is a time of particular stir and interest in the Children's Section, and for this Saturday attention is especially directed to a splendid line of dresses in black and white shepherd's check; the yoke, belt and cuffs trimmed with red saten piped with black, a panel effect from waist to yoke, being also finished with piping and buttons. They have full pleated skirts, are obtainable in sizes 6, 8, 10, 12 and 14 years. Other dresses in Buster style for smaller children, have box pleats, cuffs and belt of red cloth, and are finished with red silk ties. sizes 1, 2, 3, and 4 years. Price . . . . . 2.00

## Women's Waists and Petticoats

Extra Fine Quality Lustre Waists, with front scalloped, trimmed with self-covered buttons, and finished with wide and narrow cluster tucking; full sleeve with buttoned cuff; in black or navy; sizes 32 to 42. Price . . . . . 1.00  
 Women's Imported Moire Petticoats, made with deep flounce of four inlaid frills of crimping and tucking; in black only; lengths 38, 40 and 42. Price 1.49  
 -Second Floor—Centre.

## Men's English Capeskin Gloves (Oxford), 75c

Made especially for our trade, from selected skins, one clasp, outside seams, gusset fingers, Bolton thumb and spear-pointed backs; assorted tan shades. -Main Floor—Yonge Street.

## Exceptional Value in Flannelette Garments

Well made, daintily finished, at prices unusually moderate. The clumsiness and unattractiveness that in years gone by characterized all things flannelette has happily disappeared and the present offering shows garments in fine English material, well cut, carefully made and finished plainly with stitching, narrow neat frills or edgings of lace. That good price values prevail is indicated by the following items:

Women's Gowns—Made of fine quality flannelette in plain shades of pink or white, Mother Hubbard style, yoke of tucks, neck and front finished with edge of lace, sleeves with frill of material; lengths 56, 58 and 60 inches. . . . . 50

Women's Skirts—Of flannelette, in fancy stripes of pink and white or blue and white; lengths 34, 36, 38 and 40 inches; finished with frill with scalloped edge. . . . . 50

Women's Skirts—Of flannelette, in plain white or pink; finished with frill and cluster of tucks and scalloped edge; lengths 34, 36, 38 and 40. . . . . 75

Women's Drawers—Of flannelette; in fancy stripes of pink and white or blue and white; both styles; sizes 30, 32, 34 inches. . . . . 25

Women's Corset Covers—Of flannelette, in plain white or pink, tight fitting; neck and arms finished with frills of embroidery; sizes 32 to 42. 35

## Special Prices in Women's Autumn Underwear

Though the warm weather may still be coquetting with us, she is likely to withdraw her favor at any moment, when we betide those who are not prepared with warm raiment. Attention is accordingly drawn to good values represented in this fall underwear:

Women's Vests or Drawers—"Velva," fine quality ribbed cotton, vests with high neck, button front and long sleeves; drawers ankle length in both styles; size 32 to 38 inches. Color white. . . . . 35

Women's Vests or Drawers—Fine quality merino (wool and cotton mixture), vests with high neck, button front and long sleeves; drawers ankle length

in both styles; sizes 32 to 38 inches. Color white or natural. Per garment . . . . . 50

Women's Vests or Drawers—Zenith brand; fine quality merino (wool and cotton mixture), vests with high neck, button front and long sleeves; drawers ankle length in both styles; sizes 32 to 38 inches. Color white. Per garment . . . . . 75

Women's Linen Aprons 25c  
 Women's Aprons—Fine quality linen, in white or linen shade, with or without bibs; nice wide skirts; finished with plain hem . . . . . 25

Children's Fleece Lined Sleepers  
 Children's Sleepers—Of fleece-lined stockinette, in natural color with feet; sizes to fit ages 1 1/2 years to 8 years. Prices 1 1/2 to 3 years .45; 4 to 7 years .55; 8 to 9 years .65

French Hand Made, Hand Embroidered Lingerie  
 Gowns and Drawers at Exceptionally Moderate Price  
 Women's Gowns—Of nainsook; in slipover style; hand embroidered front; neck finished with ribbon draw and hand-embroidered scalloped edge; sleeves fine hand embroidered and scalloped edge. All lengths . . . . . 1.85

Women's Drawers—Of nainsook; finished with fine hand-embroidered frill, with scalloped edge. All sizes . . . . . 1.25

Women's Corsets \$1.25  
 Women's Corsets—Of fine quality coutil, medium bust and long hip; hose supporters; lace and ribbon trimmed; color white; sizes 18 to 30. . . . . 1.25  
 -Second Floor—Centre.

## Smart Muffs and Stoles in Black Fox

Of exceptional attractiveness and variety is the collection of Muffs and Neckpieces in Black Fox; one of the season's best-favored furs; the choicest models have been developed in it, and each design from lowest to highest price is replete with becomingness and style. The majority of the neckpieces are of the long stole order, in whole animal or rug effect, with trimming of heads and brushes to be worn over the shoulder or at the back; a selection of twelve distinct designs, beautifully lined with shirred silk, and ranging in price from \$20.00 upward.

An assortment of Muffs, in black fox, including a new semi-round design, finished with tails and claws; also a charming example of the rug style, at prices starting at . . . . . 21.00

Western Sable Muffs, \$5.00  
 25 Western Sable or Dyed Coon Empire Muffs, black satin lining, equipped with wrist cord, tailored from fine full-furred skins. Special Saturday price . . . . . 5.00  
 -Second Floor—Albert Street.

## O-Cedar Oil Polish Demonstration

To illustrate the good points of O-Cedar Oil as a polish, a special demonstration will be given in the Paint Section, Third Floor, all day Saturday. It is a general cleanser and polisher—just as good for automobiles as hardwood floors, furniture, carriages, pianos; will positively not gum or veneer—and restores varnish to its original brilliancy, bringing out the grain of the wood, so as to give it that beautiful effect so much desired; excellent, too, for dusting. Two prices, per bottle .25 and .50

## Thousands of Feet 1 1/2 Inch White Enamel Room Moulding Per Foot 1c

Hard to credit the good quality at such an unusually low price, but it came to us at a great sacrifice of manufacturer's cost, and his whole stock of this line is included to make this the biggest 1-cent special we have offered in some time—moulding in its perfect finish and oval lines, well adapted for any room in which decorations will harmonize with white. Saturday, per foot . . . . . 1

## Also See These Good Values in Room Moulding and Plate Rails

- 1 1/2-in. Imitation Oak Room Moulding, per foot. Special . . . . . 1
- 1 1/2-in. Special Heavy Imitation Oak Room Moulding, per foot, Special . . . . . 1 1/2
- 1 1/2-in. Imitation Oak Room Moulding, per foot. Special . . . . . 2
- 1 1/2-in. Imitation Oak Room Moulding, per foot. Special . . . . . 2 1/2
- 1 1/2-in. Solid Oak Room Moulding, per foot. Special . . . . . 3
- 2-in. Solid Oak Room Moulding per foot. Special . . . . . 4 1/2
- 1-in. White Enamel Room Moulding, per foot. Special . . . . . 1 1/2
- 1 1/2-in. White Enamel Room Moulding, per foot. Special . . . . . 1 1/2
- 2-in. White Enamel Room Moulding, per foot. Special . . . . . 2 1/2
- 1 1/2-in. Imitation Oak Chair Rail, per foot. Special . . . . . 2 1/2
- 2-in. Imitation Oak Chair Rail, per foot. Special . . . . . 3
- 2 1/2-in. Imitation Oak Chair Rail, per foot. Special . . . . . 3 1/2
- 1000 feet 2-in. Imitation Oak Chair Rail. Special, per foot . . . . . 2
- 1 1/2-in. White and Gold Room Moulding, per foot . . . . . 3 1/2
- 2-in. Imitation Oak Plate Rail, per foot . . . . . 6
- 2 1/2-in. Imitation Oak Plate Rail, per foot . . . . . 7
- 3-in. Imitation Oak Plate Rail, per foot . . . . . 9
- 5-in. Imitation Oak Plate Rail, per foot . . . . . 15  
 -Third Floor.

## Splendid Saturday Values in Young Women's Long Coats and Suits



Saturday being the day when young women, school girls and college students are free to give thought to the subject of their wardrobes, a programme of special attractions has been arranged. The offering consists of suits and long separate coats, adapted to both fall and winter wear, at prices of exceptional moderation. The choice is as follows:

Young Women's Coats \$5.00  
 Young Women's Full-Length Coats, for winter wear, made in heavy navy blue or black cheviot cloth, double-breasted, with close-fitting collar, semi-fitted back, cuffsleeve. Bust 32, 34 and 36. Exactly as illustrated. Special value, each . . . . . 5.00

Young Women's Coats \$10.00  
 At \$10.00 there will be shown a fine collection of young women's full-length coats, in a range of materials including heavy cheviot, diagonal cloth, fine broadcloths and heather tweeds, in an assortment of single and double-breasted styles, with notch or college collars, all the leading shades being represented. Sizes, bust 32, 34 and 36. Specially priced, each . . . . . 10.00

Young Women's Suits \$12.50  
 Smart Tailored Suits for young women, made in fine all-wool serge, in brown, green, navy, grey or black; single breasted, semi-fitting coat and neat pleated walking skirt. Bust 32, 34 and 36; skirt lengths 35 to 38 inches. Shown for first time, each . . . . . 12.50

Young Women's Broadcloth Suits \$22.00  
 Young Women's Smart Tailored Suits, in beautiful quality of fine broadcloth, in navy, French blue, grey, green, plum and black. This suit is strictly plain tailored, the skirt knee pleated and the coat lined with good quality of serge silk. Bust 32, 34 and 36; skirt lengths 35 to 38 inches. Splendid value at each . . . . . 22.00

## Girls' Coats at Special Prices

Girls' Winter Coats \$3.75  
 Girls' Full-Sized Winter Coats, made in diagonal cheviot, in green, navy and brown. Double breasted with close-fitting collars. Sizes to fit girls 4 to 14 years, at . . . . . 3.75

Girls' Cheviot Coats \$6.00  
 Diagonal Cheviot Coats—For girls in colors of red, navy, brown, green and grey, double-breasted, with college collar, military braid trimmings, good full back, lined at the waist with self-material. Splendid warm coat for girls. Sizes 4 to 14 years. Each . . . . . 6.00  
 -Second Floor—James Street, North.

## A Very Wide Selection in Men's Headwear

For style and comfort our latest importation in American Derbies gives highly satisfactory choosing. Very attractive fall block, with medium brim, slightly rolling; full crown; calf leather sweatband and silk trimmings. Made from an extra fine fur felt; black. Price . . . . . 2.50

Soft Felt Hats for Fall Wear—In a great variety of shapes; brims with either light or deep roll dip front; creased and telescope crowns; colors black, grey, bronze, slate and sage green. English and American makes, at 1.50, 2.00 and 2.50

## Children's Headwear

Our range affords a good choice in Varsity Caps, Skidoos, Turbans, Felt Sailors and Cloth and Leather Tam o' Shanter. We especially mention a new fall Tam o' Shanter of navy blue cloth; twelve-inch crown, padded to retain its shape; plain black silk band with fancy bow. Price . . . . . 75  
 -Main Floor—Queen Street.

## Women's Silk, Lisle and Cashmere Hose, 25c

Clearing High-Class Hosiery at Greatly Reduced Prices  
 Women's High-Class Hosiery—A splendid assortment of women's hosiery, consisting of plain and fancy silk, lisle and cashmere; fashioned and seamless finish, double sole, heel and toe, spliced ankle. To clear Saturday . . . . . 25  
 We cannot promise to fill phone or mail orders.

## Saturday For Men's Neckwear 16c

A very large and attractive assortment of fine quality silk four-in-hand ties; are priced far below the usual figure for early morning business Saturday. There are neat fancy patterns and stripes and plain shades, and the colorings range from the lightest to the darkest. All ties have the stylish folded end. Your choice Saturday, each . . . . . 16

## Underwear—Shirts—Suspenders Good Buying For Men

Suspenders Price Reduced—The well-known and favored "Crown make," in fine elastic webbings of heavy quality; cross back style, with cast-off, white kid stitched ends. Save much at this clearing price. Pair . . . . . 29

Scotch Underwear—For little money Saturday a nice soft quality, in plain weave, with closely ribbed cuffs and ankles; unshrinkable; Shetland shade. Sizes 34 to 42. Per garment (shirts and drawers) . . . . . 59

Fancy Colored Shirts at Clearing Price—Plain negligee style, with pleated fronts; separate or attached cuffs. Correct fall and winter patterns. In a wide range of color combinations. Sizes 14 to 17 1/2. Each . . . . . 50  
 -Main Floor—Queen Street.

## High Grade Sample Stationery to Clear

A line of high-class samples from one of the best American manufacturers; every box in perfect shape, and all of the most attractive designs and finish. The paper is of first quality and put in the correct society size, 3, 4, 5 and 6 quires to the box, and marked at these half prices. Per box . . . . . 1.00 to 3.00  
 -Book Section—Main Floor.

## Big Price Reduction in Cameras



A day-light loading camera for roll films, taking pictures 3 1/4 x 4 1/4 inches. Has rapid symmetrical lens of good quality time bulb and instantaneous shutters. Aluminum baseboard with very strong front, which can be raised or lowered as desired. Fitted with brilliant view-finder for horizontal or vertical pictures, also having spirit-level attachment and fixed or adjustable focus.

It is popular pocket size, with handle attachment, and is the biggest value we have had to offer in some time. Special Saturday . . . . . 10.00  
 -Main Floor—James Street.

## Handsome Oriental Rugs

You will never regret the outlay for genuine oriental rugs, particularly when every rug represents a saving of third or more of what you would usually pay for it, as is the case Saturday. Rugs showing the genius of the Nomad tribes are spread for the choosing of the Toronto homemaker. Shirvans and Gheundjes, taken from our stock and priced to make quick selling Saturday. All are new importations and perfect goods that offer substantial savings. Average size 3-6x7-0. Special price . . . . . 14.59

Heavy Printed Linoleum—2 yards wide; is a thick heavy quality; all patterns taken from our regular stock and perfect in every way. The designs are block, floral, tile and matting effects, well defined and clearly printed. 150 yards to a pattern. A rare value, per square yard . . . . . 27

Imported Tapestry Squares—A good sturdy floor covering for the sitting-room or bedrooms; in red, green and fawn; designs are oriental, floral chintz and conventional patterns. Size 2 1/4 x 3. Flat price Saturday . . . . . 4.75  
 -Third Floor.

## Fresh Flowers For Bouquets

Beautiful fresh cut flowers for the table centre and the favorite violets for the Sunday bouquet at prices below usual.

- Violets of good size, with long stems; 25 in bouquet, with green foliage; per bunch . . . . . 22
- Roses—Pink bridesmaid, pink Killarney, white brides and red Richmonds, all of a desirable size, with long stems, per dozen . . . . . 85
- Carnations—Pretty for table decoration, of large size, in shades of light and dark pink, and crimson, with long stems. Per dozen . . . . . 32  
 -Fifth Floor.