

Save time—shop with a Transfer Card—Ask for a Transfer Card when you make your first purchase; each purchase is then added. You pay total at Pay-in-Station, Basement.

EATON'S DAILY STORE NEWS

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

Opportune Savings For Men Today

TWO EXTRA SPECIALS!! WINTER COATS, \$11.25; SERGE SUITS, \$13.75

TO be able to offer these blue serge suits, of cloth that has the soft woolly feel of quality—cloth that should not shine, even under the worst stress of wear, and tailored with a style and neatness that should register a hit with any man at such a low price as \$13.75—is an notable accomplishment for us—a buying chance of the season for men. Coats are three-button, sack style, with corners nicely rounded, shoulders well formed, and a close fitting collar. Sizes 36 to 44. Come early.
Today 13.75

140 COATS IN ULSTERS, BOX BACK, SLIP-ONS AND PINCH-BACK STYLES, PRICED TODAY FOR CLEARANCE, \$11.25

To fully appreciate such an offering as this, one must see these coats of tweed in brown and dark grey, slip-ons of chinchilla and tweeds, pinch-backs of soft warm coatings, manufacturers' short lines and samples, not all sizes in any line, but sizes 35 to 46 in the lot. Today 11.25

Young Men's and Men's Smart Coats, Today, \$20.00

In a large showing of short loose box-back models, single and double-breasted pinch-back and slip-on styles of warm tweeds, mostly in the rough weaves, many with check or stripe on the inside, in greys, browns in fancy mixtures and many other shades; sizes 33 to 44. Price 20.00

Black Melton Cloth Chesterfields about 44 inches in length, single-breasted with medium length notch lapels; many made in our own designs. Lined with silk or verona serge; sizes 36 to 46 25.00

Stout Men's Suits, \$15.00

Smart, expressly for the corpulent man whose waist and

chest are the same measurement. These are of navy blue worsted serges, in navy tweed with chalkline stripe, in medium grey with thread stripe, with twill serge body linings; sizes 38 to 50. Per suit 15.00

Many other lines in stout men's suits of English worsteds and tweeds in cassimere or cheviot finish, small patterns, pin checks, thread stripes and pick and pick weaves; in latest stout men's designs, 38 to 50 sizes. Price 20.00 to 35.00
—Main Floor, Queen St.

"Trench" Overcoats That Are Popular With Young Men, \$25.00

Raglan shoulders, cuff on sleeves, yoke back with inverted pleats. Belt all round waist, edges have 4 rows of fine stitching. Made of heavy warm tweed coating with fancy striped back, shoulders and sleeves lined with black satin; color is an olive and brown mixture. Price 25.00

Every Man in Need of a Hat Should Take Advantage of This Clearance Today at \$1.25 Each

For this item we cannot take phone or mail orders, the quantity being limited. Just think of it for a moment, men—a really good hat—made of felt of excellent quality and made in a popular shape—\$1.25. Is it not remarkable? And when you know that the same hats if bought wholesale today would cost considerably more than today's figure, you should even more appreciate the saving opportunity here offered. So come today, men, and save money on the purchase of a new hat. Every one of them is made of fine felt of exceptional quality—made with crease crowns, most of them having flat set brims with bound pencil edges—many, though, with flaring brims welted on edge. Good choosing in such pleasing shades, green, grey, pearl, brown, and fawn. All sizes. Extra special, today, each 1.25

Also Some Interesting Regular Values in Men's Hats

Men's stiff hats of English fur with medium crown and rolling brim, good quality trimmings, and comfortable fitting sweatbands; sizes 6 5-8 to 7 3-8, each 1.50

Big selection in men's soft hats in crease crown style with flaring brims, bound or welted on edge; also more staple blocks for men of such taste, light and dark grey, brown, green. 6 5-8 to 7 1-2. Each 2.50
—Main Floor, James St.

Boys' Tweed Suits, \$2.95; Boys' Heavy Winter Ulsters, \$8.75, and Small Boys' Tweed Suits, \$3.95

Three Unusually Good Bargains Today That Offer Great Saving Opportunities

Mothers! Do you know that \$2.95 barely covers the cost of the materials used in the making of these suits? Then is it not a most extraordinary opportunity to secure a good, sturdy suit at a saving of such proportions as this? Come today—Come early, if you can, but come anyway. Every one is a good, hard wearing suit of clothes—just the thing for school wear. Great selection in plain and fancy mixed patterns, such as checks, diagonals, and pick and pick effects in many shades of grey and brown. All are single-breasted, some with pleats at back only, others without pleats at all—belt sewn at waist, and plain or patch pockets. Good body linings and full-fashioned bloomers. Sizes 28 to 36. Extra special, today, suit 2.95

Heavy Winter Ulsters, \$8.75

There should be a big demand for these today, for the value is unusually good and the coats themselves are the big, warm kind, made of heavy, thick overcoating of a beautiful soft finish. Plain light or dark grey and plain navy blue. They're double-breasted, have big convertible collars, and two-piece half belt at back. Some have split sleeves and large patch pockets with flap. All are well lined. Sizes 27 to 35. Exceptional value, today, at 8.75

Small Boys' Suits at \$3.95

This special also presents a rare opportunity to save. The suits are made of soft-finished tweeds in plain dark grey. They have fancy pleats at back only, sewn belt at waist, and 3 patch pockets at front. Italian cloth body linings, and bloomers have belt loops and expandable knee bands. Sizes 25 to 28. Big value today, at, suit 3.95
—Main Floor, Queen St.

Here's an Interesting List of Furnishings

MEN'S SWEATER COATS, EACH \$3.50.

Included are plain Cardigan and fancy stitch, with neat shawl or storm collar, some have "V" necks, two pockets and closely woven ribbed cuffs, colors include slate, grey, Oxford, brown, tan, khaki; also tan and brown, slate and maroon. Sizes 36 to 44. Each 3.50

MEN'S WINTERWEIGHT UNDERWEAR, A GARMENT 65c.

The shell is in a Jaeger shade, lined with nice soft fleece that will not irritate the tenderest skin; shirts have bound front or sateen facings, and have closely ribbed cuffs; drawers are ankle length with closely ribbed ends and suspender tapes; sizes 34 to 50; a garment 65c

MEN'S NECKWEAR, EACH 50c.

New neckwear in the season's latest designs, including scroll, brocaded, floral and stripe designs, of fine imported silk mixtures, have wide flowing ends in large shapes, in grey, red, brown, navy, maroon, helio, green, etc. Each 50c

MEN'S BATHROBES, SPECIAL \$4.95.

A factory overmakes, and secured at less than present cost. Of heavy blanket cloth in neat conventional designs and shades of grey, blue, green, brown, fancy bordered ends, with two pockets and heavy girdle at waist, neat turn-down collar with tie string; sizes small, medium and large. Special, each 4.95

MEN'S FANCY COLORED SHIRTS, EACH 69c.

These are made from plain and corded shirting materials, in light grounds with stripes of mauve, blue, black, single and cluster designs, with attached laundered cuffs, coat style; sizes 14 to 17, each 69c
—Main Floor, Centre



THE T. EATON CO LIMITED