EPAIR CARS

be comfortter. We are and come

MBER

RIGHT ERTISING

World's Ad s of its

HE CLUBS

Business and isrepresent-Goods.

t. Louis, president te World, was the e inaugural meetson of the To-Carls-Rite Hotel d at length the

sold blue sky; mines mines, and farms inder water. A vigi-at work whose duty characters or any ented values. As a s of this committee establishments, he thru misrepresen-tefore he was de-ulous trade by the The committee used w to bring a man rer 300 cases were a committee had rising. "When we certising improperly use it rightly with-

d to the recent flo-Loan by the United in the advertising the leaders of the ry had exerted their By the sale of vertising there were 000,000 buyers of eclared Mr. D'Arcy, the aid of Canada ar problem or new

tin."
ho was a guest, in coy to the city, said of the Canadian Extended on the map.
Ad Club of Toronto work in the Red ond campaigns. There for the advertising gested that a joint ernment of the city Club be held before ar in order that a dout to meet con-

ERATION DA REQUIRED

hcliffe to Attend nference at

-Finance, the prolies, the full use of ng facilties and of resources are it is announced. sit of Lord Readcliffe to Ottawa. of the visit is to unity of purpose activities rendered The mission rtant matters in is essential. Lord Northcliffe

anulated Eyelids, es inflamed by expo-to Sun. Dust and Wind tally relieved by Murine

Oct. 4, 5 and 6.

THURSDAY MORNING SEPTEMBER 27 1917 EATON'S develop films at 5c per roll. Mail them or bring them

EATON'S DAILY STORE NEWS

C.D.V. small postcard size photos full figure or head and shoulders, 4 for 25c. Camera Counter, Main Floor,

Sensible Garments Which Will

Help Prevent Colds and

Rheumatism.

The Men's Underwear Section Offers These Suggestions.

Men's Chamois Shirts, made with half opening

Men's Knee Warmers and Abdomen Bands, made

Men's Khaki Sweater Coats, made with "V" neck,

To Light Many

a Dark Way-

The Pocket

Flashlight

N BILLET or

dugout the flash-

light frequently

serves its purpose,

and were it not for

its bright rays many

a missive which finds

its way out of France

could not be written,

many a tunic would

be a button minus,

and a sock plus a

Pocket flashlights

in nickel-plated cases,

fitted with strong bat-

tery and lamp. Take

up little space in kit

bags. Two sizes, 65c

Torch flashlights in

black fibre cases; give

a strong light. Good

contacts. According

to size, at \$1.00,

Air Pillows

Light in Weight

and Immensely

Comfortable.

lows, in plain khaki

Sizes, khaki, 13 x 18,

\$1.75; fancy, 12 x 15,

\$1.25; 12 x 17, \$1.50;

-Main Floor.

fancy

18 x 24, \$2.25.

Rubberized Air Pil-

patterns.

James St.

-Basement

hole or two.

and 75e.

\$1.25, \$1.50.

close-fitting and from good warm material; small,

two pockets and closely-fitting cuffs. Sizes 36 to 42.

medium and large sizes. Each, \$1.00.

pocket size, for one or

two photos; tan or black. Prices, 50c, 65c,

Knife, fork and

spoon in leather case.

75c, 85c and \$1.00.

Camera Section, Main Floor. Are You Sending Parcels to a Soldier Overseas?

You are probably, then, eager to find something different from that contained in your last package—something equally acceptable and practical, which has the additional attraction of being novel-something to make happier a soldier's day. To assist those engaged in the interesting work of packing boxes this page has been arranged. Everything mentioned has delighted some soldier-it may contain something having a particular appeal for one of your acquaintance.

The "Shopping Service" Will Send Packages for You

Here Are a Few Made Up at Various Prices, Which Do Not Include Postage.

HE MANY OF PATRIOTIC DESIRE who cannot by force of circumstance buy and pack each separate article find the "Shopping Service" a true friend in need. They will give any order their personal attention, or send the boxes which have been carefully arranged with thought to their practicability, at your request. We mention the contents of a few packages. The postage is, of course, additional.

1 pkg. Excelsior Dates... 12 1/2 c 2 pkgs Maple Sugar. .. 121/2 1 tin Spaghetti in Tomato 3 Chocolate Bars 10c 1 Johnson's Fluid Beef. 25c pkg. Christie's Biscuits 15c 4 pkgs. Life Savers.... 15c Double Mint Gum 10c

\$1.00

Fill Up the Corners With Candy

or Gum

Chocolate, Nutritious and Pleas-

ing; Gum to Quench the Thirst-a

Few Things to Send in Any Box.

trated chocolate specially prepared for sending over-seas to the boys on active service. Delicious for eat-

ing, and, if so desired, can be made into a refreshing

definitely. 12-lb. cake, 25c. Smaller bars, same

contains 2 nut milk bars, 2 overseas bars and 2 made-

in-Canada bars. Specially packed for sending over-

EATON'S Special Box of Chocolate Bars. Each box

EATON'S Special Box of Chewing Gum. Contains

six flavors: Beeman's Pepsin, Adams' Tutti Frutti, Adam's Spearmint, Black Jack, California Fruit and

quality as above, 3 bars for 10c.

and Licorice flavors. Special, 3 for 10c.

seas. Per box, 25c.

Toothsome

Things in the

Grocery

Department

many crevices and is

a real luxury in

France or England.

Put a little in your

next package, 12c

Condensed

Maple butter, 27c

Shelled nuts, 1/2

Reindeer Brand

condensed coffee and

milk or cocoa and

milk. Small tin, 15c

Evaporated milk,

Sardines in oil, 20c

Full meal, meat and

Overseas cakes, 40c

Overseas puddings,

Biscuits, 15c pack-

Maple sugar, 121/2c

Oxo cubes, 25c tin.

Chocolatta, 30c tin.

-Fifth Floor.

vegetables, 25c tin.

per pound.

14c tin.

lb., 25c.

7c tin.

40c tin.

cake.

OAF SUGAR

fits conveni-

ently into

EATON'S Overseas Chocolate, a highly concen-

1-lb. tin Assorted Biscuits 37c Sauce 20c, 1 Johnson's Fluid Beet .. 25c 6 pkgs. Gong Soups..... 25c ½ lb. Shelled Walnuts ... 33c 1 pkg. Week End Chiclets. 25c pkg. Overseas Chocolate. 25c Nut Bars 10c

tin Assorted Biscuits ... 37c pkg. Assorted Gum 25c pkg. Overseas Chocolate 25c pkgs. Maple Sugar 25c tin Sardines 20c pkgs. Gong Soups 25c

Had You Thought of Soap Sheets? They're Easily Carried and Very Necessary

OAP SHEETS in book form are a convenience he would appreciate. Each leaf of the book is a piece of soap. You rub one between wet hands and it produces an instant cleansing lather. About 40 sheets in a book. Two books for 25c.

Horlick's Malted Milk Lunch Tablets.

Contain the nutritive values of rich milk with the soluble extracts of malt grain. They may be dissolved in mouth from time to time as the appetite desires, furnishing a diet that is effective in relieving hunger or fatigue. In a special pocket -Main Floor, James St.

Towels and Face Cloths-A True Boon to the Man in France

White Bath Towels, hemmed ends. Size 14 x 23. Pair, 19c. Grey Stripe Bath Towels, fringed ends. Size 18 x 36. Pair, 45c. Hemmed Cotton Huckaback Towels, heavy, close weave. Size 18 x 36. Pair, 39c.

Hemmed Honeycomb Towels, with fancy red border. Size 15 Face Cloths, made from strong cotton terry cloth. Size 9 x 9 inches. Price, 6c each.

—Second Floor, Albert St.

The New Sleeveless Sweater and Popular Balaclava Cap

Acceptable Articles Which Are Easily Knitted, And the Wool For Their Making.

HETHER he flies high o'er the fleecy clouds, sails stormy or calm seas, or does his bit in a branch of the army, he'll find a constant use for such things throughout the cold weather. Women who knit will find them easily done, and all may procure free lessons, if in doubt, at our Wool Department.

The sleeveless sweater requires three-quarters of a pound of wool. Printed directions for the knitting may be had in our Wool Department. We recommend the following wools

Beehive double knit ting wool, is used principally in grey or natural for soldiers or navy blue for sailors. Besides these colors we have brown, cardinal, heather mixtures and black. \$2.50 per pound.

And For the Making of the Ever-needed Sock.

Canadian-made worsted yarn in grey or khaki. Grey, per lb., \$1.47 and \$1.60. Khaki, per lb., \$1.50,

under sleeve for ventilation; have close-fitting neck and cuffs, made to button; pearl buttons and bound edges. Sizes 34 to 44. \$5.75. Men's Chamois Drawers, to match shirts, made to button at ankle; have pearl buttons and bound edges. Sizes 32 to 42. \$5.75. Men's Khaki Flannel Vests, chamois-lined, the lining being perforated for ventilation; a very comfortable garment for cold weather. Sizes 34 to 46. Chamois-lined Chest Protectors, with khaki flannel covering; lining is perforated, giving proper ventilation to the skin; made to button on shoulder.

a BREBBERR

Men's Khaki Union Flannel Shirts, good weight, made with one separate collar and pocket, cuffs to button; all seams are double stitched; large and roomy. Sizes 14 to 18. \$1.59. \$1.75 and \$2.25.

-Main Floor, Centre. -Second Floor, Centre. From the Leather Goods Department

Metal mirrors in suede leather case. Price. 35c. D. Drinking cups in leather case, aluminum. Price;

25c. Fine nickel-plated cups in leather case, 50c, 75c and \$1.00 each.



pins and buttons. Price, each, 50c. Writing Case, "The Service Case," contains pad and envelopes in tan leather case. Price, \$1.00.

Suede Leather Money Belts. Price, each, \$1.25. B. Leather Tray Purses, for bills or change. Prices, each, 35c, -Main Floor, Yonge St. 50c, 65c, 75e and 85c.

The Essential Khaki Handkerchief

Khaki Cotton Handkerchiefs, finished with a half-inch hemstitched border, 3 for 25c; with highly mercerized finish, one-inch hemstitched Khaki Silk Handkerchiefs, of fine Japanese manufacture; good, full size. Priced at 50c, 65c, 75c and \$1.00 each.

Irish Linen Handkerchiefs, of a very fine, even thread and absolutely fast khaki dyes. Have narrow hemstitched borders. Priced at 3 for 65c and 3 for 89c. Gloves and Mitts for Every Branch of

Military Service Regulation Mitt-A fine warm one-finger mitt, made from

horsehide, with full welted seams, having heavy fleece lining and long knitted wrist. Per pair, \$1.75. Peccary Hogskin-"The soldier's favorite," because when washed it will not

shrink or harden. It is made from peccary hogskin; has half pique seams, Bolton thumb, and fastens with one dome. Will outlast many pairs of ordinary gloves.

No. 769-Trench Mitt, a splendid mitt for the man in the trench; closeknitted from warm material, and is made to protect the wrist and palm of hand, giving freedom to fingers. Has extra high wrist band. Per pair, 69c. No. 466-Fleece-lined Tan Cape Glove, with half pique seams, Bolton thumb and one dome fastener. Per pair, \$2.00. - Main Floor, Yonge St.

Chiclets. Done up in neat boxes. Per box, 25c. Life Savers. Wintergreen, Peppermint, Clove EATON'S Made-in-Canada Milk Chocolate. 1/2-lb. as particularly suitable: -Basement, Main and Fifth Floors. The Indispensable Corrugated Box in

Which to Pack Your "Comforts"



Diaries and Stationery. Overseas Diaries, size 3 x 5 inches, bound in red leather, with identification card and money exchange tables on inside covers. Two days to a page, beginning October 1st, 1917, to December 31st, 1918; complete with pencil. Each, 50c.

Wax Paper, for wrapping cake and other edibles. Per roll of Fountain Pens-"Standard Self-filler," \$1.50. "Standard Selffiller," with clip cap, \$1.75. All grades of Waterman's "Ideal" Fountain Pens, \$2.50, \$4.00

up to \$6.00. Ink Tablets—20 tablets to a box. Per box, 10c. Magazines Which Will Give No End of Delight. "Saturday Evening Post," per copy, 5c.

"Popular" (twice a month), per copy, 15c. "Everybody's," per copy, 15c. "Munsey's," per copy, 10c. "Literary Digest," per copy, 10c. "Life," per copy, 10c. "All Story Weekly," per copy, 15c. - Main Floor, James St.

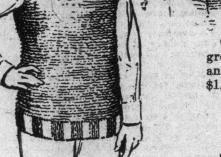
Wool Socks for Military Use Hand-knitted socks of grey wool, standard size leg and

foot, elastic-fitting ribbed cuff. Price, \$1.50 pair. Men's Wool Military Socks, in brown mixture, made with plain knit foot and 3-1 ribbed leg. Finished at top in white

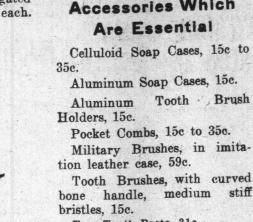
and white toes and heels. Price, per pair, 50c.

Men's Grey Military Socks, made from good quality, all-wool yarns. The socks are hand-finished machine knit from 4-ply fingering yarns, in pearl grey shade only. Price, per pair, 75c.

Grey Worsted Army Socks, in light or dark shade, knitted with fiveply heels and toes, seamless, with no lumps or seams in the foot. Made from selected yarns, soft and serviceable. All sizes. 2 pairs for \$1.25, or -Main Floor, Yonge St.



Toilet Soaps and Accessories Which Are Essential Celluloid Soap Cases, 15c to



bone handle, medium stiff Teco Tooth Paste, 21c. Minty's Tooth Paste, 26c. Tepeco Tooth Paste, 37c. Hutax Tooth Paste, 26c. Shaving Brush, 25c. Metal Shaving Mirror, unbreakable, in imitation leather case,

Overseas Soap, 4 for 15c. Taylor's Shaving Cream, 20c. Williams' Shaving Stick, 25c. Colgates' Shaving Stick, 25c. Eaton's Irish Rose Talcum Pow-

Red Cross Carbolic Toilet Soap,

der, 26c. Toilet Lanoline, 21c tube. Camphor Ice, 11c. Shavers' Friend, for after shave, 26c.

Burns Ointment, 26c. Lice Ointment, 16c. Peruvian Ointment, 26c. Chilblain Liniment, 1 oz. bottle,

Astringent Cordial (Diarrhoea mixture), 21c. Ammoniated Camphor, Arnica and Witch Hazel, for insect bites,

Boracic Eye Water, 16c. THE T. EATON DRUG CO., LIMITED -Main Floor, James St.

