

At Young, Queen and James Street doors are order boxes, where orders or instructions may be placed. These boxes are emptied at 8.50, 9.10 a.m., and 1, 4 and 4.40 p.m.

EATON'S DAILY STORE NEWS

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

Overcoats! Overcoats! To-day is Overcoat Day at EATON'S

Choose yours TO-DAY from an immense variety and be ready for the weatherman's worst. Comfort, style, fit, service, variety and good value are characteristics of every line whether it be overcoats at \$15.00 or \$35.00.

The bleak sharp winds of November are to many men as piercing and uncomfortable as the blustering days of January or February. Be prepared! If you are slated for a new coat this season, choose NOW, not only for comfort but because the selections are now at their best.



See Our Men's Suits of English Serge at \$23.50

Overcoats at \$15.00 Will Form a Distinctive Feature of This Grand Opening Display

GOOD, warm, comfortable overcoats, which also have a breezy dash and style, at \$15.00, are almost a novelty nowadays, but these are values that should impress any man in need of an overcoat. The variety is such as to provide a good selection both in materials and styles, and, in addition to the regular lines at this figure we have made a round-up of the odd lines of higher priced qualities (about 150 coats) and include them at \$15.00 for to-day. There are tweed coats in fancy weaves, many in the rough finish and with check patterns on the reverse side; also in herringbone stripes, small check effects and mixtures in various shades of grey and brown. There are single and double-breasted styles with loose backs; also pinch-back and form-fitting styles. Mostly all have self collars and many have cuffs on sleeves and patch pockets. It's a great selection at a most moderate price. Sizes 33 to 44. EXTRA SPECIAL..... **\$15.00**

Young Men's Overcoats, in single-breasted style, with full-fitting loose back, 3-piece sleeves with cuffs, patch pockets with top flaps, are made from a soft tweed in an Oxford shade checked pattern and lined with wide wale serge. Sizes 33 to 40. Price..... **\$16.50**

Young Men's Double-Breasted Overcoats, with box back, and in easy walking length, are made from thick warm tweed coatings with plaid back and are lined through sleeves and shoulders with Farmers' satin. In handsome mixtures of grey. Price..... **\$18.50**

Many Overcoats in short, boxy effects, both single and double-breasted styles, with self collar and short step-shaped lapel; soft thick tweed coating materials, in the rougher finish, many with plaid back; in greys, browns, fawn and golden mixtures. Prices..... **\$20.00 to \$25.00**

Single-Breasted Chesterfield Coats, fly front or button through models, average length 43 inches. Made from smooth, dressy meltons, in dark grey, black, or Cambridge grey, with velvet or collar of self. Many have raw finished edges and lapped seams. Linings of twill serge. Size 35 to 46...Price..... **\$18.00**

EATON-made Chesterfield Overcoats, in a dark grey firm melton cloth, are made up with double-stitched lapped seams and raw edges; collar of self and notch-shaped rather short lapels. Price..... **\$20.00**

Black Melton Chesterfield Overcoats, dressy style, with velvet collar, a medium length conservative model, with notch-shaped lapels and well formed shoulders. Some are lined throughout with silk; others with twill serge. Price..... **\$25.00**

Thick Warm Ulsters, double-breasted, with half belt, storm collar and convertible lapels; made from Irish Ulster material, thick and soft, in a green tinted with brown, with large over-pleid of brown. Shot silk linings to waist and through sleeves. Bellows pockets. Sizes 35 to 44. Price..... **\$30.00**

Warm Ulsters, made from soft, thick, fluffy materials, in self shades of grey. Double-breasted, with heavy convertible lapels and storm collar. Plain, full-fitting back and sweeping skirt, or with belt all round waist; some are silk, others satin lined to waist. Prices .. **\$32.50 and \$35.00**

Belted Overcoats find much favor among college, high school and young fellows, who are always on the look for something new and smart. These are shown in double-breasted style, a medium width collar that fits close; some have 3-piece sleeve with cuff, others are finished on sleeve with strap, belt around waist fastens with buckle. In grey and brown, thick, soft Ulster fabrics, some with stripe or checked black. Inseams are taped with striped silk, same as sleeve lining. Sizes 34 to 42. Price..... **\$25.00**

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