

EATON'S DAILY STORE NEWS

A Whole Page Full--But Merely Suggestive of the Outstanding Values in

CORRECT APPAREL FOR THE WELL DRESSED BOY

IT'S WHEN a boy is in the adolescence period of his life—between the ages of 12 and 18—that he builds up his character. His habits, good or bad, develop, establish themselves, and form the moral quality of his manhood. Practically any prosperous business man will tell you that a great deal of success is gained by impression, and the greater part of a favorable impression overcome by personal appearance. Is it not expedient, then, that the boy—the boy of today, the man of tomorrow—be trained accordingly in the matter of dress?

Mothers, Start Now—Clothe the Boy the EATON Way—Set a Standard for His Good Taste—and for Your Good Judgment of True Value

FIRST OF ALL

Stylish Suits That Embody Two Additional Features—Serviceability and Moderate Pricing

At \$7.50 we highly commend a line of suits made of sturdy tweeds in pick and pick patterns of medium grey. They are fancy pinch-back models with belt at waist, sewn at back only, twill serge linings and bloomers with belt loops and expanding knee bands. Sizes 29 to 34. Price **7.50**

At \$15.00 there's a Suit of unusual distinction, possessing such features as hand-felled collar, hand-made button holes, fancy pleated back and three-piece belt. The material is a beautiful, soft-finished tweed, in dark brown broken check. Bloomers are full fashioned, have watch pocket, belt loops and expanding knee bands—fine serge linings throughout. Sizes 29 to 34, price **15.00**

At \$9.00—Boys' Blue Serge Cheviot Suits, in smart



single-breasted style, showing yoke, knife pleats back and front, and sewn belt at waist and patch pockets. Twill serge lining and bloomer pants. Sizes 29 to 34, price **9.00**

At \$6.00 are checked tweed Suits for smaller boys. These are single-breasted, with yoke and two knife pleats each side of back and front—sewn belt and patch pockets. Italian cloth body linings and full-fitting bloomers. Sizes 24 to 28, price **6.00**

Thick Warm Overcoats for the Cold Days of Winter

In slip-on style—the boys' favorite—with full, loose back, made of a heavy overcoating, in deep brown or grey check. They're single-breasted and have convertible collar, slash pockets and strap with buckle on sleeves. Well lined throughout. Sizes 29 to 34, price, \$11.00; sizes 35 and 36, price **12.50**

The "Trench" Coat—this season's new model—made of a plain dark grey chinchilla, double-breasted, with convertible collar, small pleats at back and belt and big buckle at waist. Wind strap on sleeves and centre vent in back. Sizes 29 to 34, price **14.00**

For smaller boys are swagger little Juvenile Coats, in plain grey or brown. They're double-breasted, button up to chin, have half belt at back and check body linings. Sizes for boys of 3 to 9 years, price **5.00**

Cosy, little blue Whitney or dark grey chinchilla Overcoats, made double-breasted, button snugly up to the chin, have half belt at back, wind straps on sleeves, and check lin-



ings. Sizes for 3 to 9 years, price **7.50**

An Extra Pair of Bloomer Pants Are Always Useful

Boys' navy blue cheviot serge Bloomers, in full-fashioned style, have good, strong body lining, firmly-sewn seams, loops for belt and expandable knee bands. Sizes 24 to 28, pair, \$1.65; sizes 29 to 34, pair **1.90**

Good, sturdy tweed Bloomers, in a big variety of grey and brown mixed effects. All are well lined, have loops for belt, and expanding knee bands. Sizes 24 to 28, pair, \$2.00; sizes 29 to 34, pair **2.25**

Underwear, Sweater Coats and Other Such Seasonable Accessories for Boys

WE could scarcely begin to put the huge assortments into itemized form in the space allotted here—but note the exceedingly moderate prices on those chosen for mention. Come to the store and examine the good qualities of the goods and you'll even more appreciate the values.

In two-piece underwear there are comfy and cosy garments of "Penangle" brand. They're in a dark natural color and the texture of the material should prove particularly agreeable to even the tenderest of skins. Shirts have double breasts, bound front and close fitting cuffs. Drawers fit tight at the ankles and have suspender tapes. Sizes 22 to 24. Garment 75c. Sizes 26 to 28. Garment 85c. Sizes 30 to 32. Garment \$1.00

A Combination Suit of "Tiger" brand, is of good heavy weight, in fine elastic rib. They're made with closed crotch and tight-fitting ankles and cuffs. Sizes 22 to 26, suit, \$1.50; sizes 28 to 32, suit **1.75**

Good, warm, tight-fitting, pull-over Sweaters, in plain cardigan stitch, made with double roll collar, ribbed cuffs and skirt. Plain grey only. Sizes 26 to 32, each **.95**

Sweater Coats of plain stitch or big, thick, fancy weave, are made with shawl or storm collars, two patch pockets and close-fitting cuffs. Grey with purple trimming, black with orange, brown with green, royal with white. Sizes 26 to 32, each **3.50**

Shirtwaists, made from shirting fabrics that wear and wash splendidly. Most have light grounds with single or cluster stripe designs of blue, black or mauve. All are made with attached, soft, turn-down collar, soft cuffs, breast pocket and draw string at waist. Sizes for ages 6 to 16 years, each **.59**



Fancy colored Shirts of good wearing and washing materials, in stripes of blue, black and mauve. Made with separate soft lounge collar and soft double cuffs, coat style. Sizes for ages 12 to 14 years, each **.75**

Pyjama Suits, made of a cosy flannelette, of medium weight, in neat stripes of blue and white, blue and pink and pink and white. They have military collar, frog trimmings, breast pocket, and pants have girdle at waist. Sizes for ages 6 to 15 years, suit **1.00**

Boys' Bathrobes, made of medium weight flannelette, in plain shades of brown, blue and pink, with fancy border and picture designs. Have neat turn-down collar, two pockets and girdle at waist. Sizes for ages 6 to 14 years, each, **1.25**

Strong corded silk Neckwear, in narrow four-in-hand style. Obtainable in plain shades of helio, navy, brown, cardinal, royal, sky, gold, grey, olive and black, each **.25**

Laundered Collars, in a variety of stand-up-turn-down styles, showing cut-away and wing styles. Various heights. Sizes 12 to 13½ **2 for .25**



Boys' Clothing Department
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and
Furnishings Department
Main Floor
Centre

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