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EATON'S DAILY STORE NEWS

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

Ready for Another Big Day Saturday in Men's Overcoats

Featuring an Immense Variety of Stylish, Warm, Heavy and Serviceable Winter Weight Coats at Popular Prices

THE cool, crispy weather of this week and the colder ones to come, should remind men to get their winter overcoat right away. Saturday we've prepared a huge assortment of overcoats for both men and young men, and have arranged for extra salesmen to facilitate quick service. In fact, we're prepared to handle one of the biggest overcoat days of the season.

Examples of the Splendid Values Obtainable Saturday in Men's Chesterfields

Particular attention is drawn to the low price of Chesterfield Overcoats at \$10.00. This exceptionally good price is due to the fact that we manufactured them ourselves in our own workrooms. They are cleverly tailored of English black beaver cloth, in single-breasted fit front style, and are almost 42 inches in length. The back is fairly loose fitting and they have velvet collar and notch-shaped lapels closing medium high. Linings of twill serge. Sizes 34 to 44. Extraordinarily good value at 10.00

Another stylish Chesterfield Overcoat and one that is comfortable as well as serviceable, fits fairly close to waist. Made of fine nap cloth in an attractive dark grey. It is lined with twill mohair, and is exceptionally well tailored throughout. Sizes 36 to 44. Price 18.00

Another Chesterfield, very similar in general appearance to the one mentioned above, is in a darker grey and made of a beaver-weight nap cloth. Lined with mohair. Price 23.00

Men's Ulsters, Thick and Snug and Extremely Low Priced, \$13.50 to \$25.00

For real cold, stormy weather, the Ulster is a most comfortable overcoat. Although it is big and slightly heavier than any other overcoat, it is not burdensome or clumsy. Tailored neatly and in smart style are the following:

One long Ulster is in double-breasted style, with storm collar, and has convertible lapels that can be worn open or buttoned up close. The back has half belt. Made of a medium-weight material in dark brown, with just a touch of green interwoven. Warmly lined with twill serge throughout. Sizes 36 to 44. Price 13.50

An Ulster made of a soft, thick Oxford grey material is double-breasted and 50 inches long; has half belt, convertible lapels and heavy collar. Price 16.50

Other Ulsters fashionably tailored in the prevailing style, and made of warm materials, in rich shades of brown, grey or blue. Prices 18.00 to 25.00

For those who favor the Ulster with the shawl collar, we call attention to a model of navy blue and grey; made of chinchilla or nap cloths. Sizes 34 to 44. Price 18.00

—Main Floor, Queen St.



Our Best Saving so Far This Season in Young Men's Smart Winter Weight Slip-on Overcoats, Saturday, Each, \$12.75

A CANADIAN CLOTHING MANUFACTURER sold us 135 Men's Winter-weight Topcoats at a price which allows an exceptional saving. They are stylish, substantial and well tailored; in fact, we cannot hope to secure their equal to sell within dollars of this price. All slip-on style, knee length, with box back; flapped patch pockets, square shape or set at an angle; velvet collar, cuffs on sleeves, natural shoulders, raised seams and smooth-hanging button-through fronts. Some are lined throughout; others through yoke and sleeves only. There are dark or medium greys, a blue-and-olive tone, a fancy dropped-stitch weave, in blue, brown or grey, and some entirely new tweed mixtures. Sizes in the lot 34 to 39, but it is advisable to come extra early Saturday to secure the best choice. Special Saturday, each 12.75

And in Men's Suits, We're Offering Some Reputable Values Saturday

THESE ARE NOT ORDINARY plain business or work suits, but real, fashionable models, made of materials that are attractive and distinctive, and that keep their shape well and give decidedly long service. They are "Eaton" values, too, that save you money—for instance:

At \$15.00—There's a splendid lot of suits for men, comprising materials such as tweeds and cassimeres, in many stripes, mixtures, small checks and many fancy woven designs in shades of grey or brown; also worsteds in neat, small patterns, including twills in several widths, and browns in various shades and weaves; also navy blue English worsteds, in twill and the softer chevrot weaves. These are all smartly tailored coats, with medium lapels, straight flap pockets and slightly form-fitting waists. Trousers are medium width, with or without cuffs, and vest buttons fairly high. All are lined throughout with twill serge. Sizes 36 to 44.

At \$20.00—There are some neat, dressy materials and patterns, including Oxford and dark grey chevrots and worsteds, in small check and many fancy weaves, in shades of grey or brown. They are two and three-button sack styles, of latest designs. Sizes 36 to 44.

At \$22.50—Are "Eaton" made Suits in colored worsteds, mostly greys and browns, in quiet patterns; also imported British woolens; also fine tweed navy blue suits. Smart sack style coats in single-breasted style. These suits are hand tailored to a great extent, and the materials were all shrunk before making. Price 22.50

—Main Floor, Queen St.

Saturday a Good Day to Get the Boy's Winter Overcoat

A Big Supply of Fresh New Coats Will Be Added Saturday to the Already Big Stock, Making the Largest and Most Varied Assortment of Overcoats We've Shown for Boys This Year

For Small Boys—3 to 9 Years Old

Small Boys' Overcoats, made of tweed, in mottled effects, showing an attractive greenish brown mixture; also plain navy chinchilla materials. They are double-breasted and button close to neck, and have self or velvet collars, belt all around at waist and grey flannel lining. Sizes 3 to 9 years. Price 6.50

Small Boys' Overcoats, made of navy blue chinchilla. They are fashioned in the smart double-breasted slip-on style, with full, loose-fitting back, convertible collar and close-fitting shoulders. Have split sleeves and fancy back and white check lining. Sizes 3 to 9 years. Price 8.50

Small Boys' Overcoats, made of smooth-finished mottled brown whiteny cloth. They button up on side and have belt all around at waist, brown velvet collar, velvet buttons and cuffs. Lined with a fancy check material. Sizes 3 to 9 years. Price 9.00

For Medium Size Boys—Sizes 24 to 28

Small Boys' Ulsters, made of heavy winter-weight tweeds, in plain dark grey or in diagonal weaves. These are double-breasted and have convertible collar, belted back, centre vent, wind straps on sleeves and are warmly lined throughout. Sizes 24 to 28. Price 5.50

Small Boys' Ulsters, made of warm tweeds, showing grey diagonal weave. These are double-breasted and have convertible collar, belted back, wind straps on sleeves and warm body linings. Sizes 24 to 28. Price 6.00

Small Boys' Overcoats in slip-on style, one of the most popular models we are showing. They are made of dark mixed brown, all-wool overcoating material, in double-breasted style, with convertible collar, loose-fitting back, split sleeves and fancy cuffs. Warmly lined throughout. Sizes 24 to 28. Price 10.00

For Big Boys—Sizes 29 to 34

Big Boys' Ulsters, made of heavy winter weight tweeds, in mixed grey or brown mottled effects and diagonal weaves. All double-breasted, with either convertible or shawl collar, and belted back. Lined throughout. Sizes 29 to 34. Price 7.50

Big Boys' Ulsters, made of warm, fluffy-finished overcoating materials, in mottled dark grey effects. Tailored in the smart slip-on style, with convertible lapels, full, loose-fitting back, split sleeves, slash pockets and fancy cuffs. Sizes 29 to 34. Price 10.00

Big Boys' Overcoats, made of winter-weight tweeds in a beautiful mottled grey mixture. These are single-breasted and have convertible collar, full plain back and split sleeves. They are knee length and have self fancy check lining and are quarter lined over shoulder and sleeves. Sizes 29 to 34. Price 12.50

In Boys' Suits We Feature Navy Blue Serges, Saturday

If it's a Blue Serge Suit the smartness of his appearance is assured, for probably no other suit looks quite so fashionable and trim as a stylishly tailored navy blue. We've got stacks of them ready for Saturday, and they are all most reasonably priced. Specially priced at \$5.00 is this first item.

Boys' Fancy Norfolk Suits, made of soft-finished chevrot serge of dark navy. In three-button single-breasted style, with knife pleats and sewn-on belt at waist. Smart bloomer pants. Sizes 28 to 33. Specially priced 5.00

Boys' Navy Blue Serge Suits, made of an imported English smooth-finished wool serge, showing fine diagonal weave. In single-breasted style, with three knife pleats each side of back and front and sewn-on belt at waist. Twill body linings. Bloomer pants are full and roomy and have watch pocket, belt loops and expanding knee band. Sizes 29 to 34. Price 11.00

Boys' Navy Blue Serge Suits, in popular pinch-back and three-piece belt style. Have three patch pockets, narrow peaked-shaped lapels and fancy cuffs. Roomy-fitting bloomer pants. Sizes 29 to 34. Price \$13.50. Sizes 35 to 36. Price 15.00

Small Boys' Navy Serge Suits, in diagonal weave, with a worsted finish. Tailored in fancy Norfolk style, with knife pleats and sewn-on belt. Bloomer pants all full-fitting. Sizes 24 to 28. Price 7.50

Boys' Navy Blue Serge Suits, in soft, smooth-finished wool serges. In same style as above. Bloomers have belt loops, watch pocket and expanding knee band. Sizes 24 to 28. Price 9.00

—Main Floor, Queen St.



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