

"Multiplex" means "many ply" and many ply means "service." Ask for MULTIPLEX BRAND HOSIERY—made in sizes for men, women and children.—Main Floor, Yonge Street.

EATON'S DAILY STORE NEWS

At both Yonge Street and Queen Street doors are order boxes where orders or instructions may be placed. These boxes are emptied daily at 8.30 a.m., 10 a.m., 1 p.m. and 4 p.m.



Men's Clothing Dept. Main Floor, Queen Street

NEW CLOTHES FOR MEN

Featured in a Grand Opening Display Thursday and Following Days

NEW SUITS! NEW OVERCOATS! NEW RAINCOATS!

These are shown in a bewildering array of patterns, authentic styles and handsome colorings; and throughout the huge variety one of the most notable features is the moderation in price that is surprising in view of the great advances in the cost of producing clothing of such qualities.

It is one of the most interesting collections of clothing for men that have been shown in our extensive Men's Clothing Department for some years. All men are invited to inspect the new clothes, Thursday or following days. No obligation to buy.

The Suit Styles

In suits especially for young men, the more or less form-fitting models are favorites, a new tone being added this season, in the few double-breasted models. In both single and double-breasted styles, the lapels preserve a most artistic balance, being neither too narrow, nor very wide. Three-button models predominate and some have the now well established patch pockets.

Vests

Many of these, too, are form-fitting and many have collars.

The Trousers

are pretty much as before, many having tunnel and strap belt loops, back pocket tabs with buttons and side pockets and watch pocket.

In Overcoats

both single and double-breasted styles are shown, some—a very few—being form-fitting and the favorites in loose slip-on styles. Velvet collars are a notable feature. Slant pockets with flaps are noticed on many of the coats and they seem to add to appearance as well as being most convenient.

Patterns and Colors

Small checks, neat stripes and multi-colored mixtures are the keynote as to patterns, with colors mostly in dark shades, browns, greys and the many effects in tweed mixtures.

Materials—tweeds—tweeds—tweeds—good all round, business-like, serviceable tweeds are the most favored, altho in such a large collection, chevots, worsteds and the even popular blue serge are also greatly in evidence.

Raincoats

The desire of late years for a garment that would do service as a fall coat and raincoat combined has perhaps been responsible for the new tweed raincoats shown in a splendid collection in this opening display. These, to all appearances, are tweed coats, but they have a rubberized lining, mostly in plaid effects, and are both rainproof and windproof. From the favorable reports already heard, the tweed fall coat and raincoat combined, promises to be one of the greatest selling lines in years.

Another combination coat which is a revelation to many is a stylish tweed coat, the cloth of which, we understand, has been treated with whale oil, so that when the water strikes it it runs off like water from a duck's back. Since this coat made its appearance, it has been difficult to keep it in stock. The price is . . . 30.00

Some of the Smartest Models in the Display of New Tweed and Waterproof Top Coats

PARTICULARLY ATTRACTIVE and of a style that young men prefer, are slip-on top coats made of Chip-O-Norton tweeds, a new homespun material in attractive mixtures, such as fawn with red and green, brown with grey and red, and grey with black mixtures. They are single-breasted and have velvet collar. About 41 inches long and satin lined at shoulders and sleeves. Sizes 34 to 44. Prices, \$12.50 and . . . 13.50

For men who dress conservatively are Fall top-coats in Chesterfield style with close fitting back, fly front and in a length coming just below knees. In greys, mostly oxford, as well as darker shades, in soft cheviot finished materials. Sizes 34 to 46. Prices, \$15.00 to . . . 22.50

Stylish Slip-on Tweed Raincoats, made of that attractive material, Donegal tweed, in light brown or grey mixtures. They are rubberized throughout and absolutely waterproof. Tailored in single-breasted style, with soft rolling lapels that can be turned in and buttoned close up to neck, and with natural width shoulders draping loosely down the back. In 47-inch lengths and sizes 34 to 44. Price . . . 15.00

A thin, light-weight Waterproof Coat that can be rolled up and tucked into a suitcase, is a convenience that traveling men will appreciate. It is made of a silk and wool mixture, in a smooth, finely woven finish, and in self shade of sage. In the popular slip-on style with raglan sleeves, London collar, and buttons close up to chin. Sizes 36 to 44. Price . . . 13.50

Men's Paramatta Waterproof Coats, made of the old reliable British materials in self shades of olive or fawn. They are well tailored roomy coats in lengths from 48 to 52 inches; some with raglan, others with set-in sleeves; some with vertical shaped, others with top flap pockets, and all with sewn, cemented seams. Sizes 34 to 46. Prices, \$8.00, \$10.00, \$12.50 and . . . 15.00

The Present Mode in Suits is Fully Expressed in Our Display of Society Brand Clothing for Young Men

THESE SOCIETY BRAND SUITS, famous among well dressed young men, can always be depended upon as being the criterion of all that is fashionable and new in men's suits, for they are tailored from models designed in the foremost men's fashion centres of America; and particularly interesting are these in our display this season, for they're made of those strong, reliable British materials that keep their shape and pattern so long.

The assortment comprises both single and double-breasted styles, with form-fitting waist and coat lengths somewhat shorter than previous seasons.

A single-breasted 3-button model is made of tweed, showing faint diagonal weave in a medium shade of grey. Price 20.00
Another very distinctive model is a brown with slight tinge of green, showing a pin check weave. It's a single-breasted 2-button model, with slightly rounded front. Also a double-breasted model with lapels rolling to second button. This model has patch pockets and is in a blue grey cheviot tweed with just a tinge of green. Price . . . 22.50

A navy blue, rich soft cheviot serge, in double-breasted style with patch pockets, has notch lapels rolling to second button. Also a navy blue in single-breasted style with flap pockets. Another is made of a brown, smooth worsted material, in small check with a green thread overlaid, and still another model is in a blue grey, with a green mixture forming a check pattern. This is one of the rougher soft cheviot weaves and is an entirely new and distinctive pattern that will appeal to dressy young men. Price . . . 25.00

An Opening Day Attraction—200 Navy Blue Worsteds Suits for Early Clearance, Each \$10.50

Such well tailored suits, made of such good materials, in weights suitable for fall and winter wear, as comprise this lot of 200 navy blue worsteds, should not last an hour at this remarkably low price. It's an unusual opportunity for men and young men who come early Thursday. They are Three-piece Suits, made of fine worsteds or Campbell serges of medium weight. Their style and finish are the kind you expect to find in suits at much higher price. Single-breasted, three button coats with medium lapels, natural shoulders and close-fitting backs. Have durable body linings and in sizes 35 to 44. For Opening Day Clearance, Thursday, each . . . 10.50

...Main Floor, Queen Street



THE T. EATON CO LIMITED