

EATON'S DAILY STORE NEWS

Men! Stetson, Mallory, Crofut & Knapp, Borsalino

Foremost Hatters of the Age Form the Stellar Part in

The Opening Display at EATON'S for Fall, 1918



LITTLE need to enlarge on the features of such makes, when already they have gained "a place in the sun" with men who wear none but the best. LITTLE NEED to say that for Quality, Style and Value they stand supreme; when a glance and a feel of their texture is sufficient evidence of the fact.

Take for instance John B. Stetson's Velour at \$13.50—"Rather a big sum," you say! But is it, when you consider the luxurious texture of the hat, its rich appearance and quality—quality that makes it a hat of the "first water" for several seasons?

Then at \$6.50 is another Stetson Hat—a fall felt in crease crown style, displaying to a marked degree what a high rating of quality in felt and finish can be obtained at this price. It's in a dark grey mixed shade.

Now we come to the Mallory—a name that is familiar the continent over, at once one conjures up a hat of soft textured fineness and unassuming style that appeals. These are in crease crown style, with medium crown and flat set brim, with edge in laurel shade. Price, \$4.50.

Next is another Mallory in another shape. It's a hat typically young in line—a hat with a dash so to speak—so becoming to a young fellow. It's in crease crown style with pencil edge, and a pleasing shade of medium-green. Price, \$4.50.

Now at \$3.50 is a self-conforming fur felt Stiff Hat, made by "Moore"—an English manufacturer who bears up well the reputation of English-made hats for quality, style and value. It's in medium crown, with rolling brim, cushioned leather sweatband, and white lining. Price, \$3.50.

Last of those illustrated, but certainly not least, comes a Soft Hat at \$2.50—of Canadian make. There in a nutshell is the explanation of the low pricing—for it lacks not a whit in appealing style, and is of a surprising quality, price considered.

Now for the Borsalino—the well-known and perhaps most-sought-after hat on the market, by men who like its long, clear-cut lines of "vigor." It may be obtained at \$6.50.

There is also an excellent variety of English Caps, many of the celebrated "Lovat" cloth—an all-wool tweed—also other tweeds ranging in price from \$2.50 to \$3.00.

On the Whole it's a Pleasure to Offer Such a Collection of Varied Types and Shades—A Collection From Which it Should Be a Pleasure to Choose

Men! Your Attention Is Again Directed to EATON'S Showing of Clothing for Autumn

Autumn—one touch of its spell-binding hues of golden and brown, and exhilarating breezes makes the whole world akin—insomuch that it turns one's thoughts to warmer things—newer things—a desire for a change, and a change is good—yes, as good as a rest. That the EATON Clothing Section is well prepared for the greatest demands, you may be sure. But come today! Judge for yourself!

Today Fall Coats Will Be Featured, of Melton and Tweeds, Also Rubberized Tweeds That Prove Such a Sensible Buy, Being a Showerproof in Wet Weather and a Top Coat in Chilly Weather

Fall Weight Topcoats for those who prefer a plain yet dressy coat. These are of dark grey cheviot finished materials, in single-breasted style, with fly front; fit slightly to form, with natural shoulder, and have medium length lapels. Coat is about 42 inches in length, falling just below the knees. Sizes 34 to 44. Price, \$20.00.

Smart Slip-ons (a young man's favorite), in shades of brown and dark fawn; hang full from shoulder; collar sits close. Then for the more conservative dresser are Chesterfields, in self shades of grey, lined with black satin, with cotton back. Both are priced at \$25.00.

Make it a Point of Seeing "The Sport"

One of the Striking Models in Young Men's Suits for Fall, \$25.00

"The Sport," a smart style with fancy flap pockets on coat, fits snugly to form, with the three-quarter belt at waist, and is of a dark brown fancy mixed tweed effect, \$25.00.

Ask to See "The Cadet"

Another New Model This Fall

Coat has a flare skirt (waist has seam all round), heavy long lapels, well-built shoulders, and the crescent shaped pockets. The material, a fine twill weave, is in a soft shade of green. Price, \$35.00.

Tweed Raincoats, in slip-on styles, with the English raglan shoulders, or with set-in sleeves; also in trencher style, with belt all round; many in the rougher woven effects. In dark grey and brown check, dark fawn or light brown and mid-grey, with mixture and stripe and heather mixtures. Sizes 36 to 44. Price, \$22.50.

Another Raincoat that has the appearance of a fall topcoat, in a firm, close-woven tweed effect, in dark grey check, with reddish brown overplaid. In single-breasted with convertible lapels and cuff on sleeve. Back is full box without vent. Lined half way down with a fine twill; also through sleeves. Price, \$25.00.

Chesterfields, of soft textured cheviot finished coatings, in Oxford or dark grey self shades. Priced at \$30.00.

EATON-made Grey Chesterfields, of soft cheviot, and Young Men's Slip-ons, in tweed effects, in fancy woven patterns, mixtures and stripes. Sizes 34 to 44. Price, \$22.50.

"The Northcliff," Another New Model in Suits for Young Men, \$25.00

Of worsted finish material, in a handsome shade of brown, in pin check pattern, in single-breasted, form-fitting sack style, with slash pockets, step-shaped lapels of medium length. Vest buttons fairly high. Trousers are straight and narrow, with cuff bottoms, and belt with metal buckle. Sizes 33 to 37. Price, \$25.00.

For Young Men, Price, \$18.00

Young Men's Suits, in form-fitting sack, with three-quarter belt and trencher style, or with belt all round. In hairline stripes, small checks, and fancy woven stripes, in dark shades of greys and brown. (Some with the slash pockets, others the flap pocket.) Sizes run from 33 to 37 chest. Are priced at \$18.00.



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