

EATON'S DAILY STORE NEWS

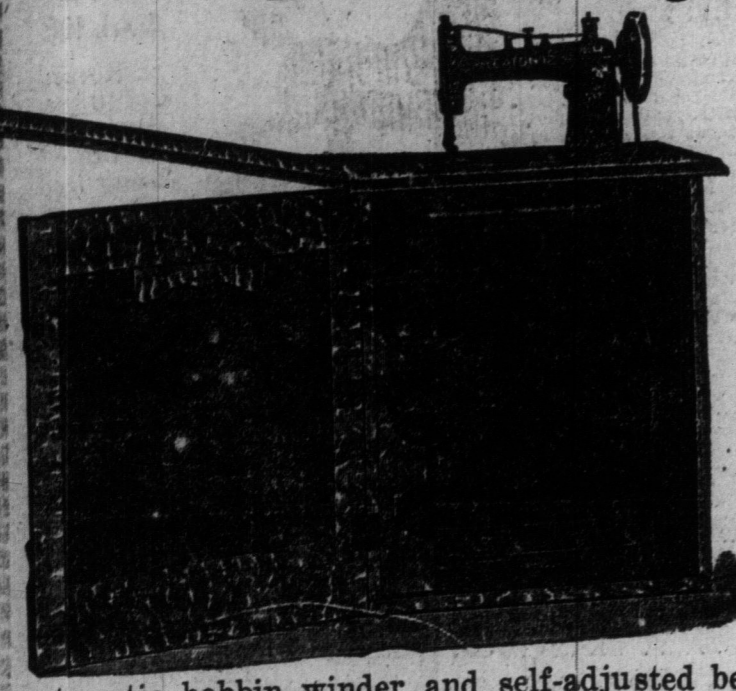
If you're in a hurry take the new Queen Street Elevators.

The Climax of Good Value in "EATON" Brand Goods

A PRODUCTION of the particular brand "EATON," whether it be a stove or a bit of lingerie, carries with it in a very special degree the assurance of satisfaction. The guarantee of the Store stands behind it. The placing of the name upon it is indication of the fact that the article, whatever it may be, possesses all the good points of its kind obtained by search and experience—that it is the best production procurable at the price. You can buy

these goods any day—any season. If you become fond of the Eatonia boot, or the Acme corset, your order can always be repeated. If you want to replace any parts of the EATON sewing machine or the Acme gas range, you are able to do so. It is always in stock. The impress of good style distinguishing EATON brand clothing may be depended upon, whatever the changes fashion may bring with the passage of one season into another. On today's page your attention is directed to some productions of the class described.

EATON Sewing Machine



IN the EATON full desk cabinet sewing machine, specially designed and made for our own trade, the woodwork is quarter-cut oak, in a rich golden finish. It has automatic lift, the belt is self-adjusting, never coming off the wheel; the powerful working parts are made of highest-grade hard steel, finely finished and adjusted; guaranteed for ten years. With complete set of attachments, price, \$22.90.

EATON five-drawer automatic drop leaf, beautifully designed and finished, having all the latest improvements, including large self-thread shuttle, automatic bobbin winder and self-adjusted belt. The attachments consist of ruffler, picker, braider, binder, quilter and a set of fine hammers of different widths; also instruction book. Guaranteed for ten years. Price\$19.95 —Fourth Floor.

Eatonia Carpet Sweeper



EATONIA Carpet Sweeper —Hardwood case; finished in mahogany, golden oak, sycamore or dark oak; best quality brushes; ball bearings and dust-proof axles, nickel plated trimmings, making a durable and easy-running sweeper at moderate price. Each\$3.50 —Third Floor.

Eatonia Dollar Pen

A PEN that can be recommended from every standpoint; gives an even, steady flow of ink, to suit the writer; a choice of points to suit every hand; the barrel is black vulcanite, well finished and chased; the point is 14K gold, iridium tipped; the whole pen is remarkably satisfactory and remarkably priced. Each\$1.00 —Stationery Section, Main Floor.

Exceptional Value in Clothing

THE style, serviceability and good quality of material for which the EATON brand label is guarantee are well illustrated in our sack suit at \$22.50. It is skilfully tailored in a dark grey basket weave Scotch worsted, showing faint self-color stripe; strictly high-grade in every respect, with trimmings and linings of best quality.



Other leading lines are:—
EATON brand suit, made from an imported English worsted, in a medium shade of grey, with faint colored stripe; a dressy, clean-wearing fabric, tailored in three-button, single-breasted style, with hand-felled, clinging collar, shapely lapels of medium lengths, fine verona serge linings. Sizes 36 to 44\$15.00

EATON brand, in smooth finish British worsteds, those dust-resisting materials; neat patterns in faint colored stripes on dark grey or olive ground; latest single-breasted model, with natural width shoulders, smart cut fronts, with hair cloth extending to bottom and hand-worked buttonholes\$16.50

EATON brand suit, in Scotch worsted, in a dark and light grey two-tone effect, diagonal weave, tailored in our best style single-breasted saque, showing highest standard of workmanship, best quality linings, interlinings of best quality, thoroughly shrunk\$20.00

Melton and Cheviot Overcoats

EATON brand overcoats, made from Carr's world-renowned melton cloth, in a pure wool, dull-finished fast black; very dressy and serviceable, fashionable in single-breasted Chesterfield style, built with natural width shoulders and full-chested effect; lapels are medium length, collars are hand-felled and cut to fit close; buttonholes are hand-worked; interlinings are all well shrunk; fine twill body lining, and shoulders and sleeves lined with an excellent quality black satin\$22.50

High-grade overcoats, in a soft cheviot-finished fabric, warm, yet not heavy; coats are cut 46 inches in length, single-breasted, fly front style, and show perfected style and tailoring\$25.00 —Main Floor, Queen Street.

Acme Gas Ranges

THESE ranges, as their title suggests, are in every respect the acme of desirability—superior in material, reliable and up-to-date in workmanship, convenient in construction, and pleasing in appearance; size 16-in. has four top burners, baking oven and broiling oven. Price, \$15.50

Eatonia Gas Plates

All cast iron; the ideal stove for light housekeeping. Price, two burners, \$1.45; three burners, \$2.25

Acme Gas Ovens

To fit over two holes of gas plates or of any gas stove. Price\$1.35

Acme Gas Water Heater

These heaters attached to your hot water boiler give you hot water in the bath without lighting the kitchen range. Price of heater, \$9.00. Installing, \$4.50 extra.

The Eatonia Trunk

THIS production well merits the reputation it has earned as one of the most serviceable, good-looking trunks at low price on the market today. It is a square canvas-covered trunk, brass bound, with valance clamps and dowels, deep covered tray and hat box, with two outside leather straps, riveted to sheet iron bottom. Prices—32-in., \$5.25; 34-in., \$5.50; 36-in., \$5.75.

Eatonia Suit Case, \$3.75

Durable, Capacious and Smart in Appearance

THE Eatonia Suit Case is of smooth grain cowhide, made up on a strong steel frame, with brass-plated lock and side clasps. It is lined, with inside straps. Sold in 24-inch only.\$3.75 —Basement.

The EATON Piano—A High-grade Instrument at \$185



\$185

PERFECT in tonal qualities, artistic in case, the moderate price of the EATON Piano is explained by the absence of the usual expensive methods of selling and storing pianos, and by the fact that we control the entire output of these pianos, and thus dispense with any middleman's profit; guaranteed for ten years, with the privilege, should it prove unsatisfactory in any respect, of returning the piano at the end of three months. Price\$185.00 —Third Floor.

EATON Brand Harness

A good, serviceable, medium-weight carriage harness made of finest material throughout and characterized by the best workmanship. Some of the leading points are: Bridles have patent leather blinds, fancy chain fronts, fancy rosettes and overchecks. Collars are half patent with open tops, hames good quality with 1-inch double and stitched traces. The saddles have patent leather tops and housings securely attached to same, good weight back strap and lines, either black throughout or with russet hand parts. Mountings either nickel or Davis hard rubber. Price of set complete\$20.00 —Basement.

The Accuracy of the EATON Watch

For Men and Women's Use

AT the Kew Observatory, England, the 17-jewel EATON watch won the record for accuracy in a six-weeks' test of the most thorough character. The EATON is made especially for us by one of the oldest and most reliable makers in the watch trade. It is characterized by all the modern improvements of the perfect timepiece, including patent breguet hairspring and double-sunk dial. It is adjusted to temperature, and five positions, similar to railroad watches. For the best gold-filled cases the prices—with two-years' guarantee—are as follows:—

- 0 Size—15 jewels, hunting case, \$12.25; 21 jewels, \$23.50.
 - 12 Size—15 jewels, \$8.50; 17 jewels, \$12.50.
 - 16 Size—15 jewels, \$8.50; 17 jewels, \$12.50; 21 jewels, \$20.50.
 - 18 Size—15 jewels, \$8.50; 17 jewels, \$12.50; 21 jewels, \$20.50.
- For hunting case, in 12 or 16 size, \$3.25 extra. —Main Floor, Yonge Street.

Satisfaction in Eatonia Footwear



Boots and Shoes for Men and Women at \$3.00
EATONIA Footwear is made in Canada by skilled Canadian workmen. It fits well, looks well and wears well. The selection for men and women is as wide as fashion and need prescribe, all the season's best styles in boots, Oxfords and slippers being represented at the uniform price of \$3.00. The two boots illustrated are typical of the present showing:—
No. 1—Patent leather boot for men, in a design that displays style, fit and comfort; dull Blucher tops; made by Goodyear welt process; all sizes. Per pair\$3.00
No. 2—A stylish patent leather boot for women in one of the new designs notable for beauty of line; the tops are dull leather, cut in Blucher style; Goodyear welted; all sizes. Per pair\$3.00 —Second Floor, Queen Street.

A High-class Range at Low Price

IN this Acme coal range the claims of superiority in material, workmanship, design and finish are supported by the practical offer to install the stove for 30 days' trial. If at the end of that time it has not proved satisfactory in every respect it will be removed and the money refunded. As indicated by the illustration, the range is handsome in appearance, with top warming closet, shelves for the brewing of tea, and a reservoir for heating water in the possible absence of the usual hot water connection. Price\$35.00 —Basement.



\$35.00

THE T. EATON CO. LIMITED

PRIVATE SALES of Horses, Carriages, Harness, Etc., Every Day.
CANADA
WEEKLY SALE
Next we Sale
EXT
ES
MR. M. HOLLAND
A Brown die. This is the highest
per service-city people
SION
per Horse.
venue Road, cars pass of our
SON, Auctioneer.
Cleaning COATS, ETC., and GOWNS, etc.
ERSON & CO.
T WEST. 15 on orders from
CO., Limited Toronto 135
LAN
Business in the city. Phone
schools, etc. the line of cities can improve those own to us.
Co., Limited. 30 p.m. every Saturday, and Owen Wednesday and