

EATON'S DAILY STORE NEWS

Black Muskrat, a Fashionable Novelty



There is general rejoicing in Fur Circles over the introduction of natural Black Muskrat as a fashionable medium for the motoring or driving coat for feminine wear, and this new form of peltry—which differs from the better-known brown muskrat in the addition of a broken black stripe—gives promise of monopolizing first place in the fashioning of these extra warm, storm-proof wraps.

The figure in the accompanying illustration represents one of our special jackets of this description. It is 48 inches long, with storm collar, smart sleeve, box front and back, and is lined throughout with brown satin. And one of its strongest claims is exceptional moderation of price, which is, each..... \$35.00

Imitation Pointed Fox

This is another well-favored fancy of the master furriers of Paris and London, and is enjoying proverbial "rage" in those discriminating centres.

On Saturday there will be an offering in the Women's Fur Department of twelve sets of imitation Pointed Fox. They are made from the finest Belgium hare skins, carefully pointed. The neckpieces are in large stole style, the fronts in four-tab effect, decorated with tails and claws, the broad back being similarly treated. The muffs are of the large rug-shaped order, beautifully lined and finished. To sell on Saturday, per set..... \$15.95

Black Opossum Muffs

10 only Black American Opossum Rug Muffs, finished along bottom with two rows of 8-inch tails, black satin lining and wrist cord. Each..... \$8.50
—Second Floor, Albert St.

An 8 o'Clock Rush for Flannelette Gowns

2,400 Going Saturday Morning at Each, 29c

Can't Promise Sizes After 9 a.m. Only two to a customer. The mere announcement of such a price for flannelette gowns is sufficient, for we've never given a similar offer before. Any woman can tell at a glance she couldn't possibly buy the material alone much more than this price. It's another big bid for an 8 o'clock rush, and our advice to visitors who would get their share of such a remarkably good offer, to come before 8 o'clock. Wait for the doors to open. 2,400 garments, and we expect they'll be gone in an hour—plan accordingly.

—Second Floor, Centre.

Mail Orders for Advertised Goods

Are to be marked CITY AD. on the envelope (top left-hand corner) so as to go direct to the City Department. Otherwise your order may go to the M. O. stock, which contains only catalogued lines, and finally reach the City stock after goods are sold out. Help us to avoid disappointing you by marking your envelope CITY AD., and mailing your order to arrive here by to-morrow's first mail.

Another Lot of Cluster Curls

We luckily secured another lot of High-grade Cluster Curls, just like the ones which went so fast last Saturday. If you were disappointed then in not securing one be early this Saturday, as there are only 150.

Each cluster is tastefully set, and different shades of brown are included in the lot. Each..... 98c

While at the Hair Goods Department see our display of hair goods and hair accessories—everything you want for your Coiffure will be found here in Large assortment. A few items worthy of mention:

Hair Nets—Real Hair—Large size, 38-40, assorted browns. Each..... 10c

Hair Pads—24 inches long, net covering. 25c

Hair Padding by the yard, extra thick, net covering..... 40c

Sanitary Hair Pads—Real hair—full and fluffy, assorted lengths..... 15c, 20c and 25c

Hair Barrettes—Large assortment of novelties from New York and Paris—open work, strand effect and plain shell. Prices..... 10c, 15c, 25c

Shell Side Combs—Assorted shapes..... 10c, 15c, 25c, 35c, 50c

Back Combs—Brilliant Stone Settings, all new designs..... 50c, 75c, \$1.00, \$1.25

Just Received from Paris

A Beautiful Range of High-class Back Combs and Comb Sets.

Mostly in sparkling brilliant settings and some with stamped gold designs—inspection invited. Prices \$1.50 to \$10.50 each and set.
—Main Floor, Centre.

Saturday in Toyland

Everything here that delights the toy-loving youngsters. Don't take the children "back home" without visiting "Toyland." New toys for the boys and beautiful dolls for the girls.

Look What 50c Can Buy Saturday

The very latest in Dainty Dressed Dolls. 50c
A Pretty Kid Body Doll, jointed..... 50c
Box of Soldiers, all British types, made of lead..... 50c
Set of Useful Carpenter Tools..... 50c
Box of Modeling Clay and Patterns..... 50c
Dolls' Laundry Sets..... 50c
Graniteware Tea Set..... 50c
Lorry with movable freight and horse attached..... 50c
—Fifth Floor.

Good Carpet Values

The front ranks are no sooner cleared away than the succeeding ranks of splendid Carpets push into view to take their places. Saturday morning offerings include:

Moravian Rugs—Reversible; size 36 x 63 inches; Japanese fibre rugs. 36 x 72, and Wilton Rugs, 13 x 30, in self, green and sundry other rugs that are brought together regardless of former prices, and given the special price Saturday. Each..... 93c

New Wilton Rugs—Are a manufacturer's clearance, bought at a minimum price; this is a splendid wearing fabric; the colorings and designs being mostly Orientals; they are marked at much less than regular price; all bright, new goods:

18 x 36, fringed on sides..... \$2.00
27 x 54, fringed on ends..... \$3.75

Heavy Tapestry Rugs—Good, sturdy wearing fabric makes these rugs suitable for any room where traffic is heavy; the colorings are green, fawn and brown, and the designs floral, Oriental and conventional; they came to us by special purchase, which means much saving to you:

7-6 x 9-0, special price..... \$4.75
9-0 x 9-0, special price..... \$5.50
9-0 x 10-0, special price..... \$6.25
—Third Floor.

Saturday Treat

Visitors to the city should not miss this superior collection of very fine candy. This is the mixture that came into popularity with leaps and bounds, and of which we have sold as high as 1,000 pounds in a Saturday's half-day selling. It contains fine Chocolates, Bon-Bons, Caramels, Nutterd Goods and other fine lines, a truly superb candy collection. Be sure you ask for Saturday Treat. In bulk or box, lb..... 20c
—Main Floor, Centre.

Saturday's Savings in Mantelpieces

The Mantel is a necessary part of your parlor and dining-room furnishings. If it be in poor taste or an ancient model, no amount of other furniture will hide its shortcomings. The Special prices named for Saturday are so low that the buying of a new, well-designed, splendidly-built mantel, with complete fittings, becomes a matter for immediate action. See them at once, as this value is one for quick buyers.

Mantelpieces of Solid Quarter-cut Oak, in a very good design, fitted with English bevel-plate mirror, and are beautifully finished in every detail. We give you your choice of enameled tile from a large and well-assorted stock of English and American make. Complete with either coal grate, gas grate or open fireplace, set up in your home anywhere within the city limits. This mantelpiece on Saturday..... \$31.50

Also a number of oak mantels, with bevel-plate mirror, and allowing choice of tile and fireplace fittings as above. Complete, set up in the city..... \$29.50
—Third Floor, Yonge St.

Groceries

Toasted Corn Flakes, 3 pkgs..... 25c
Louisiana Rice, 3 1/2 lbs for..... 25c
Sweet Chocolate, 1/2 lb. cakes, 2 cakes..... 25c
Imported English Golden Syrup, Orro Brand, tin..... 15c
Egyptian Lentils, lb..... 10c
Purity Salt, pkg..... 9c
Finest Rolled Wheat, stone..... 44c
Crosby Fish Brand, Smoked Sardines, 2 tins..... 25c
Ivory Gloss Starch, lb. pkg..... 15c
Soluble Cocoa, lb..... 15c
Caverhill's Malted Barley Flakes, 2 pkgs. for 25c

Meats

We give a service that ensures a healthful, appetizing meat supply. We have a 3 o'clock delivery Saturday, beginning to-morrow. Buy your Sunday meat Saturday morning.

Legs of Lamb, lb..... 18c
Loins of Lamb, lb..... 16c
Front of Lamb, lb..... 14c
Shoulder Roast of Beef, lb..... 11c
Blade Roast of Beef, lb..... 15c
Sirloin Roast of Beef..... 18c to 20c
Back Bacon, fine quality, lb..... 24c
—Fifth Floor.

Japanese Tea Cups and Saucers, 8c

Three different designs in the lot, with blue, red and green decorations, in pretty Japanese patterns. They will make very pretty wall plaques, and are well shaped for general use. It's a special lot of 800 we are clearing away below usual value price. 1 cup and saucer for 8c

Dainty Net Waists at an Extra Low Price



The material in these Waists could not be picked up by the ordinary shopper for the price we are asking for them as they will be found on Saturday morning ready to put on. Of fine net, in white or ecru, they are lined with a good quality Japanese silk, and prettily trimmed with Irish crochet and Cluny insertion, a pointed yoke of guipure lace contributing a further decorative touch. They have long sleeves and fasten in the back; sizes 32 to 42. Each..... \$1.69

New Lawn Blouses, \$1.00

Women's Waists of Fine White Lawn—Fine all-over embroidered front, with clusters of fine tucking, long sleeves, with deep tucked cuffs, trimmed with insertion and lace; collar of insertion and lace, back tucked and trimmed with insertion; sizes 32 to 42. Price..... \$1.00

Buster Brown Dresses, 39c

Children's Percale and Gingham Dresses, Buster Style, with pleats back and front, and finished with belt and embroidered stars. Colors pink, sky or black and white; sizes two, three and four years. Price..... 39c

Children's Wool Frocks in Popular Styles at \$1.25

Children's Fancy Plaid and Check Dresses, wool mixture, have fancy yoke, with collar, cuffs, front and belt piped, and finished with buttons; others have a trimming of braid and buttons; some are in French style, with inlaid panel and brass buttons; others are in Buster style with box pleats. Colors represented are black and white, brown and black, red and green, blue and black, or blue and red; sizes two to fourteen years..... \$1.25
—Second Floor, Centre.

Special: Young Women's Silk Dresses, \$8.95

Exhibition visitors eager to experience a true early morning rush should present themselves at the Young Women's Costume Section at eight o'clock on Saturday, when an offering embodying all the best points of this great money-saving feature of the shopper's life will lead the programme of the day's selling in this department. Come and buy a smart silk frock for Eight Dollars and Ninety-five Cents. There are but 75 in the collection, and many were originally more than double the price to which they have been reduced. The assortment of materials includes black and white, blue and white, and grey and white taffeta and foulard, in checks and stripes. The designs vary from those showing overskirt effect and plain bodice with net Chantrelle frill, to the pleated skirt, style with yoke and undersleeves of lace and net—a showing of delightful little gowns for present street wear, and for later use as afternoon house frocks. Sizes, bust, 32, 34 and 36; skirt lengths to 38 inches. Saturday, each..... \$8.95
See Yonge Street Window.

Young Women's Tailored Suits, \$10.00

These are perfect examples of the natty, plain tailored coat and skirt, of good material, in the season's new shades. They are made from a splendid quality of Panama cloth, with a color assortment of grey, green, brown, navy and black. The coats are single-breasted, the popular 34-inch length, with semi-fitting back; the skirts are cut in a simple, close-fitting, gored and pleated design. Sizes, bust, 32, 34 and 36; skirt lengths, 35 to 38. Very special price, each, \$10.00
—Second Floor, James Street North.

Fishing Tackle Clearing

All Fishing Tackle Prices Cut in Half to Ensure a Quick Clearance of Remaining Stock. Here we mention a few of the lines included: Archer Spinners, for lake trout..... 25c
Otter Bait, best all round bait for large fish..... 25c
Folding Canvas Fish Baskets..... 50c
Silkline Line, 13-lb., carefully tested, 2 for..... 15c
Otter Braided Silk Line, 25 yards..... 15c
Cork Floats..... 15c
Trotting Baits, fluted kidney, willow leaf, coburg..... 50c
—Fifth Floor.

Extra Value in Single Harness, Saturday, \$13.95

This harness has folded breast collar, breeching and belly bands, 1 1/2-inch double and stitched traces, overcheck bridle, 1 1/2-inch double stitched lines, with black or russet hand parts, full patent saddle, with leather bottom, billet shaft tugs. This is in every respect a harness that will give good service. Mountings are of solid nickel or genuine rubber; the rubber has goldline terrets and hoop. Special, Saturday..... \$13.95
—Basement.

A 40-piece Tea Set for \$1.65

Seldom have we been able to offer such good value at anywhere near the Saturday price. A Tea Set of 40 pieces, made of the strongest porcelain obtainable. The decoration being of floral design, in neat peacock blue, that will not wear off. The plates are specially made in extra large size, cups being moulded in a round tapering shape, with saucers to match. Only a limited number to clear, per set..... \$1.65

At 4c, 8c and 12 1/2c Counter

Collection of handy House Tools, consisting of hatchets, hammers, screw drivers, pliers, tinners, try squares, T bevel, any one..... 12 1/2c
Double Wire Photo Holders, will hold 44 pictures..... 12 1/2c
Flower Pot Covers, in a very neat design, 8c
Combination Pie Lifter, stove lid lifter and meat fork..... 8c
Wooden Coat Hangers, with steel wire hook..... 4c
The Handpick, containing 1 package each of 6, 8, and 10 oz. tacks, complete..... 4c
—Basement.

1,000 Fancy Kitchen Bowls, 5c

The good old style bowl, that's wanted for its many uses. Also a number of Majolica Half-pint Jugs. A large variety of decorated colored designs in the lot. All marked at almost give away price to ensure quick clearance, each, 5c

Men's Furnishings

1,500 Men's Fancy Colored Neglige Shirts, laundered neckband and small cuffs attached, made from fine shirting material in a large assortment of stripes and figures, in light, medium and dark colors; sizes 14 to 17 1/2. At..... 50c

Men's Work Shirts, made from shiny black drill, with white stripes; collar attached; all seams are double sewn; good full, roomy bodies, and well proportioned sleeves; sizes 14 to 18. Each..... 50c

Men's Fine Fleece-lined Underwear, shirts or drawers, in medium Winter weight; silver grey or fawn color; double ribbed cuffs and ankles; sizes 34 to 50 inches. Each..... 50c

New Fall Designs in Four-in-hand Ties—In many of the newest designs fashioned for early Fall wear. A specially purchased lot, that we have made up into dainty ties, finished in four-in-hand style, with the popular folded end. There are fancy patterns, checks and stripes. Such ties would be worth twice the price if purchased in made-up style. All to go at..... 16c

Men's Suspenders—Ask to see our "Premier" men's suspenders—made of extra quality fine elastic webbing, with cord back and detachable cord ends, the trimmings are brass; this is a comfortable wearing brace and we guarantee every pair. Our special price, per pair..... 35c

Varsity Sweater Coats

Men's Varsity Sweater Coats—Buttoned down front, with collar and two pockets, extra heavy quality, made of all wool, with close ribbed cuffs; all the popular plain colors, also plain colors with colored trimmings. Our special price is..... \$2.95
—Main Floor, Queen Street.

Men's Fur-lined Coats, \$42.50

A special purchase as the "Season Opener" in our Men's Fur Section, and a chance for ten men to save dollars—they are coats that merit a much higher price. 10 only—made of black beaver cloth, with other collars in shawl shape, and lined with well furred muskrat; each coat is well finished and tailored throughout. Clearing at..... \$42.50

One of the New Fall Derbies

This hat, with its neat curved brim and fairly full shaped crown, is one of the newer shapes shown for Fall wear, and will rank as one of the popular styles for business and dress wear. Made of black fur felt and finished with silk band and trimmings and leather sweatband. Neat, stylish appearance. Price, each..... \$2.00

Worsted and Tweed Golf Caps—Dozens of new patterns in a variety of shapes, eight quarter crowns and medium width peaks; crown is lined with satin; one of our best value caps. Each..... 50c
—Main Floor, Queen Street.

THE T. EATON CO. LIMITED