

Four "C. D. V." (half cabinet) photos, size 3 1/2 x 4 1/4 inches, for \$5.—New Photo Gallery, Camera Section, Main Floor.

EATON'S DAILY STORE NEWS

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

A Great Assortment of Warm and Fashionable Winter Overcoats Ready for Men

THE FALL Topcoat season is fast waning. Winter is on the way, with cold bleak winds, heavy snow storms and biting frosty weather. It's time for men to look for heavier overcoats. And what is more desirable for winter wear than a big snug chesterfield or ulster? They're here, lots of them, displayed in the men's clothing department in an extensive array of patterns and colors, and tailored in the new styles that are to prevail this winter. See them—try them on—no obligation to buy. An idea of the styles, patterns, colors and the prices may be obtained by reading the following:

Big Warm Ulsters From \$16.50 to \$22.50

THE ULSTER is distinguished for its length, being anywhere from the knees down to the ankles. The models we show this season are all double-breasted, rather close-fitting at waist, and have half-belt at back of waist, convertible lapels and close-fitting storm collar. One model for young men is in a length of about 50 inches. It is made of a soft, thick material, in a rich dark brown shade, and is a coat that will give warmth and service, and, if carefully taken care of, will last for several seasons. Sizes 35 to 40. Price, **16.50**

The Ulsterette is practically the same as an ulster, only somewhat shorter. One model we show is 44 inches long. It has lapels about 3 1/2 inches in depth, and the back has pleats running from shoulders shaping toward centre of belt. The sleeves are three-piece, with cuff. A very fashionable coat for young men. Sizes 35 to 40. Price **16.50**

In the same style is a navy blue fine nap cloth or chinchilla ulsterette at **18.00**

Many other Ulsters in full length are made of tweeds of various weaves and finishes, and also warm, thick melton cloths in greys and browns. All moderately priced according to quality of material and workmanship. Sizes 34 to 46. Prices, **\$13.50, \$15.00, \$20.00 and \$22.50.**

—Main Floor, Queen St.

Chauffeurs' Ulsters, \$21.00

Big, roomy, warm, neat styled Ulsters, tailored in the EATON factories, in a firm, close, dark grey melton cloth, double-breasted style, buttoning to top of shoulders, giving double protection where the chauffeur needs it most. Lined throughout with heavy, striped worsted, and well tailored. Sizes 35 to 42. Price **21.00**

Similar styles, EATON tailored, of heavy dark grey melton with heavy twill lining, and an interlining of sheepskin-chamois through sleeves and down to waist. Sizes 35 to 42. Price **25.00**

Smart New Chesterfields From \$15.00 to \$22.50

Almost all the Chesterfields we are showing are single-breasted, and have fly front and medium length lapels. They droop with just a slight flare from shoulders down to a little below knees. One model is made of soft, smooth, rich-looking melton cloth, not too heavy in weight, yet very warm and comfortable. It is cleverly tailored throughout and has will serge linings. Sizes 35 to 44. Price **15.00**

Another cosy Chesterfield, and one that is very attractive in appearance, is made of grey and black chinchilla cloth. The back of this coat is very smart, being made to conform to figure, yet easy fitting. A coat the young men will like. Price **18.00**

Distinctly attractive and stylish is a Chesterfield showing hairline stripe on a grey tweed material. It is well tailored throughout and warmly lined. A coat the well-dressed, conservative man will prefer. Price **18.00**

One of the smartest Chesterfield winter Overcoats we show is made of black and grey Whitney's imported material, that is noted for its lightness of weight and warmth. Smartly styled, with rather form-fitting waist and neatly shaped lapels. Price **22.50**

Men's Suits at \$15.00

There's a splendid lot of men's suits at this popular price; 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 cheviot weaves. Coats have medium lapels, straight flap pockets and slightly form-fitting waists. Trousers are medium width, with or without cuffs, and vests button fairly high. All are lined throughout with twill serge. Sizes 36 to 44.



Men's Hosiery

EVERY MAN knows the size of his boots, but very few can quote his hosiery size. We judge the size of a man's sock by the size number of his boot; for instance, if he wears a size 7 boot, he requires a 10 size sock. Here's the scale. Clip it out and keep for ready reference when buying hosiery.

5 1/2 boot—9 1/2 sock
6, 6 1/2 and 7 boot—10 sock
7 1/2 and 8 boot—10 1/2 sock
8 1/2 and 9 boot—11 sock
9 1/2 and 10 boot—11 1/2 sock

Some of the Good Values for Men in Winter Hosiery

Men's Plain or Fancy Cashmere Half Hose, in plain black, tan, navy or grey, with silk-embroidered clox patterns. Also the accordion-ribbed effect, showing the two-tone colors. They are made of double-ply yarns and are Multiplex brand. 65¢ per pair; 2 pairs for **1.25**

Men's Heavy-weight Cashmere Half-Hose, in plain black only. Made full fashioned throughout; from 4-ply soft botany yarns. They're all closely knit, with extra ply knitted into heels and toes. All sizes. For pair **.75**

Men's Plain Black or Tan Pleated Seamless Cashmere Half Hose of medium weight. Knitted from durable wool and cotton yarns, in black or tan. 35¢ per pair, or 3 pairs for **1.00**

Men's Indian Wool Half Hose, very soft and comfortable on the foot. Made in dark khaki shade. All sizes. 65¢ per pair, or 2 pairs for **1.25**

Main Floor, Yonge Street.

Here and There in the Store

In the Toy Department, Fifth Floor, is a glass partitioned room, where recitals of the Little Wonder 6-inch Records are given. These records play with surprising clearness on any disc talking machine (except the Edison) with any kind of a needle. Every kind of record imaginable is available, including the most popular songs, dance and classic numbers. Price, each, 15¢; or 7 for **1.00**

The Free Checkroom in the Basement will be found most convenient for both out-of-town and local visitors.

The Overseas Depot on the Second Floor is established for the purpose of assisting those who are sending comforts and supplies to the boys in England, France, Germany or in the Mediterranean. Carefully arranged packages are on view, made up from lists that have been found most popular with soldiers.

Attendants will give information, offer suggestions and take charge of the wrapping, addressing and shipping of parcels, etc.

Let the Yonge Street Escalators carry you to Second and Third Floors.

The Victor and Columbia Records for November are now available. Hear some of the new hits played. Ask for a book containing the list of titles.

Musical Instrument Department, Fifth Floor.

Men's Rubbers

SERIOUS COLDS are often caused by wet or damp feet, and a cold caught now is likely to remain in the system all winter. The annual rainy and slushy season will soon be here, and so we advise men to purchase a pair of rubbers now.

The following, having been bought before the advanced prices of pure gum, are still at normal prices, which make it again important to buy now:—

Men's Plain Black Rubbers, with heavy corrugated soles and heels, reinforced in those places that first give way. Sizes 6 to 12. Price **.75**

Light-weight Rubbers for men who do a lot of walking. These are made of No. 1 grade gum, in a variety of shapes and sizes. Sizes 6 to 12. **.90**

High cut, though light in weight, are storm rubbers at **.95**

Men's Black Knee Rubber Boots, made of durable gum, dull-finished rubber. These have red rubber soles and heels. Sizes 6 to 11 **.65**

Men's Knee Rubber Boots, made of light-weight gum. Sizes 6 to 11 **.75**

Men's Rubber Hip Boots, made of pure gum rubber in dull finish. Sizes 6 to 11 **.55**

Men's Rubber Trout Boots, made of light-weight gum and in thigh height style. Sizes 6 to 11 **.65**

Men's Storm King or Thigh Boot, suitable for hunters, sewer workers, etc. Sizes 6 to 11. **5.00**

—Second Floor, Queen St.

The Boot With the Neolin Sole, \$5

THE NEOLIN SOLE is a new rubberized leather that grips the pavement wet or dry; that is waterproof, quiet, light, non-curling, and that is notably serviceable.

At \$5.00 we show a Neolin-soled boot made of tan or black gunmetal calfskin. It is a stylish laced recede shape, Goodyear welled and attractively finished throughout. Sizes 5 to 14, and extremely moderate in price. Per pair **5.00**

—Second Floor, Queen St.

Warm Winter Underwear for Men

HERE'S UNDERWEAR correctly planned and proportioned, and finely and closely knitted, though not heavy in weight, to give warmth and comfort in cold weather. Such famous brands as Ceetee, Wolsey and Tiger included, and marked at extremely low prices, considering the advance in the cost of woolsens.

"Tiger" Brand Combinations for Men. Made of a mixture of wool and cotton in elastic rib. These are made in all sorts of sizes to fit men of unusually odd shapes—short, long, slim, or ordinary size. Each suit has comfortable closed crotch, close-fitting ankles and cuffs and pearl buttons. Sizes 34 to 46. A suit **2.25**

Men's "Wolsey" Combinations, in heavy winter weight. Single-breasted, comfortable closed crotch, close-fitting cuffs and ankles. Sizes 34 to 50. A suit **5.00**

Men's Combination Underwear, "Ceetee" brand, made of dark natural wool, in heavy winter weight. Have closed crotch and closely-ribbed ankles and cuffs. Sizes 34 to 38; a suit, **\$5.00**. Sizes 40 to 44; a suit, **\$5.50**. Sizes 46 to 50; a suit **6.00**

Men's Underwear, "Ceetee" brand, made of extra heavy wool, in natural color. Shirts are double-breasted, and have beige facings. Sizes 34 to 42. A garment, **1.75**

Men's "Wolsey" Underwear, English made, of heavy winter weight wool in dark natural color. Shirts are double-breasted and have beige facings. Sizes 34 to 46. A garment **3.50**

—Main Floor, Centre.

Third Day Values in Big Sale of Oilcloth and Linoleums

Oilcloth, including new patterns on the block or floral order; heavy painted back quality and light or medium colors; 18 inches wide, sale special, yard, **21¢**; 22 inches wide, sale special, yard, **26¢**; 27 inches wide, sale special, yard, **31¢**.

Block Patterned Oilcloth for halls, floral designs for kitchen, tiles for the bathroom; widths from 1 to 2 yards, and quality that is absolutely dependable. Special sale price, square yard **.36**

Extra heavy, durable, thick, strong, newly designed Oilcloth with block or floral patterns, well colored and heavily varnished; 1 to 2 yards wide. Special sale price, square yard **.43**

Thick, strong Linoleum, mostly floral or block designs, in clean-wearing colors; 2 and 4-yard widths. Special sale price, square yard **.59**

—Fourth Floor.

Big Warm Gloves for Fall and Winter Motoring

THE HANDS OF THE DRIVER must be warm, if he is to have perfect control of the wheel in cold weather. Here are thick but flexible gloves, some of them lined, that cover the hands warmly in cold, windy and stormy weather, that permit easy action of hands and that are made of strong, serviceable materials.

Made of black horsehide is a gauntlet glove that is a great favorite with motorists. It is fleece-lined and has wind strap and dome fastener at wrist, prix seams, Bolton thumb and 6-inch gusset cuff. Price, pair **3.25**

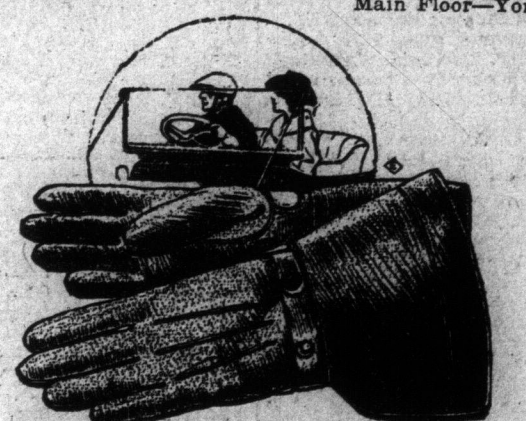
Another excellent gauntlet glove for chauffeurs is made of tan capeskin in mousquetaire style. It has wind strap and dome fastener at wrist, prix seams, Bolton thumb and silk cord points. Price, per pair **3.25**

A very good glove for fall motoring, and one that has a dressy appearance, is made of peccary hogskin. It is washable in soap and water, and has one dome fastener, prix seams, Bolton thumb and tan kid binding at wrist. Price, per pair **2.50**

Made of tan capeskin is a warm, durable motoring glove with one dome fastener, prix seams, gusset fingers, Bolton thumb, grill palm that firmly grips wheel, and spearpoint back. Price, per pair **1.50**

Heavy Scotch woolen gloves, suitable for motorists, are double knit, with Jersey wrist and seamless fingers. In heather or dark grey. Price, per pair **1.25**

Main Floor—Yonge St.



Eaton Beauty Electric Iron, \$2.95

The EATON Beauty is a well-balanced iron, weighing 6 lbs. It is heavily nickel-plated and has improved handle. Complete with stand and plug. Fully guaranteed. Price **2.95**

Electric Light Fixtures and Brackets

Two-light Fixture, suitable for stores, show rooms, lodge rooms, etc.; brush brass finish, good spread **3.25**
Single Chain Pendant, in brush brass, 30 inches long **1.75**
Four-light Lantern Fixture, with amber and ruby glass, dark Flemish finish, excellent design, in various designs and finishes. An Assortment of Brackets, in various designs and finishes, suitable for halls, reception-rooms, bedrooms, etc.; beautiful cast metal patterns, \$5.25 to \$17.50.

—Basement.

The Breakfast Menu for Wednesday

A very tasty breakfast is served in the Grillroom, Fifth Floor, every morning from 8.30 to 11.00.
Oatmeal Porridge With Cream
Scrambled Eggs on Toast
Fried Potatoes
Raspberry or Strawberry Jam
Toast or Hot Biscuits With Butter
Price, 25c.
—Fifth Floor.



Soft and Stiff Hats for Men

The Soft Hat for business and general wear, and the Stiff Hat for dress and formal occasions, or vice-versa, as the man prefers. A man should have two hats anyway, to change his appearance now and then, and the great difference between the soft and stiff hat is very noticeable.

At \$2.00 we show some very smart Soft Fur Felt Hats in Fedora crease-crown style, in the fashionable wide flat shape or the rolled brim style, with plain or bound edges. In rich shades of grey, green and blue. Our leading soft hat value. Price, each **2.00**

Favored among the very well-dressed men are Christy's English Soft Hats. We show them in both the wide flat self-conforming brim style and the rolled brim shape, in a variety of new colors, and made of soft or stiff felt. Prices **\$3.00** and **\$4.00**

A Stiff Derby Hat that is popular this season is made of self-conforming black fur felt that springs back into shape when dinged, and has flexible brim. In smart, becoming shapes, with cushion leather sweatband, silk lining and black silk band. Sizes 6 1/2 to 7 1/2. Price **2.50**

Very fashionable, too, are Derbies made by John B. Stetson and Crofut and Knapp. Prices, \$4.00 and **5.00**

Main Floor, James St.

Boys' Military Clothes

DRESSING THE BOY in khaki is a novelty that has become popular with many patriotic mothers, and the little fellow looks smart and proud with his suit, his warmer or greatcoat, his gloves, his cap and his cane.

The khaki suits and coats mentioned below may be relied on for service and warmth, each garment being tailored of regulation khaki cloth.

Boys' Military Suits, consisting of breeches, puttees and cap, are in officers' style. The tunic has stitched pleat down centre or back, sewn-on belt, shoulder straps, patch pockets with flap, and Canada brass buttons. Sizes for ages 3 to 10 years. Complete suit **4.95**

Boys' Officers' "Warmers," double-breasted, have leather buttons, Canada badge on shoulder straps, convertible collar that can be worn buttoned close or lapel style, cuffs on sleeves, and patch pockets with flaps that button. Made of heavyweight khaki and warmly lined. Sizes for ages 3 to 10 years. Price **8.50**

Boys' Military Greatcoats, double-breasted, full length, have inverted pleat and belt at back. 2 stripes stitched on sleeve, and Canada brass buttons. Heavy material, comfortable, and neat-fitting. Sizes for ages 3 to 9 years. Price **4.95**

Other Khaki Greatcoats for boys are tailored of better quality cloth, double-breasted, have shoulder straps, belt and inverted pleats at back, patch pockets with flap to button, and smart Canada brass buttons. Sizes for ages 3 to 10 years. Price **8.50**

—Main Floor, Queen St.



T. EATON CO. LIMITED