

TELEPHONE SERVICE—When ordering from more than one department, call City Order, Adelaide 3474, and give your entire order. Orders promptly despatched to departments.

EATON'S DAILY STORE NEWS

YONGE STREET ELEVATORS. On account of the large number who use the elevators near the North Yonge Street Entrance, customers are reminded of the new electric elevators near the South (Main) Yonge Street Entrance. They are convenient and convenient.

Store Closes Today at 1 p.m.

Goods Bought Today Will Be Delivered Monday

Of Course, the Hat Question Is Always of Interest

Brrr! --- Perhaps It's Early To Think of Piercing Winds and Blinding Snow

Perhaps, Too, It's Early To Be Thinking of Winter Underwear! But Getting Together a Reliable Selection Takes Time

Perhaps It's Early to

THINK OF THE "BURBERRY"

With Its Splendid Warmth-Giving Qualities, Its Good Looking Cloth That is Not Burdensomely Heavy,

Its Practical Good Style and Its Value

Perhaps it's early to be thinking of a winter coat, but it's a matter that requires some deliberation, especially in these days when everyone is after value for every dollar.

Ah! Value---What coat offers more value for every dollar than

the Burberry? A coat that lasts season after season, a coat that is always in good taste. You find them on men in the open places. On the city streets they stand out from all the rest---Somehow you know at a glance that they're Burberry. Motorists wear them, men who want the best wear them---Buy one for yourself. Note the following list of "Burberry" Storm Coats along with other Ulsters of All-wool Blanket Cloths.

At \$70.00 is a "Burberry" Ulster of tweed, in all-wool blanket cloth, in a greyish fawn effect. It's full-fitting, double-breasted, and has half belt at back. Has 2 body flap pockets, and is lined to waist with striped material. Sizes 36 to 44.

At \$42.50 are Big, Full-fitting Storm Ulsters, in double-breasted style, Canadian made, with half belt at back, wide storm collar with convertible lapels, two large side pockets, with cuffs, flaps and storm strap on sleeves. Material consists of all-wool heavy overcoating. Full body lined with Italian twill. Shades consist of brown on light and brown tones. Sizes 36 to 44.

At \$77.50 is a slightly heavier "Burberry" Ulster of all-wool blanket cloth, in grey and dark brown or olive heather mixtures. Has half belt at back, wide storm collar, with convertible lapels, two outside pockets with flaps, storm strap on the outside, and wind cuffs on the inside of sleeves. Sizes 36 to 44.

At \$27.50 is an All-wool Tweed Ulster that offers remarkable value, Canadian made. It's the double-breasted storm type of coat, with shawl collar, regular pockets with flaps, wind straps on sleeves, half belt at back, full Italian twill lining. It's in a rich brown shade, through which runs shepherd's check pattern. Sizes 37 to 46. Price, \$27.50. ---Main Floor, Queen Street.

1869 Golden Jubilee 1919
 "SHORTER HOURS" "BETTER SERVICE"
 Store Opens at 8.30 a.m. Closes at 5 p.m.
 Closing Saturdays at 1 P.M.
 NO NOON DELIVERY ON SATURDAYS

DEPARTMENT LOCATION CHANGES
 Rugs, Carpets, Linoleums and All Floor Coverings Are Now Located on the Main Floor of the Furniture Building, Corner James and Albert Streets.
 The following housefurnishings, formerly on the Fourth Floor, Store, are now located on the Second Floor, Furniture Building: Curtains and Curtain Nets, Window Blinds, Curtain Poles and Brass Rods, Drapery and Upholstery Goods, Window Shades, Fringes, Lamp Shades, Lamp Shade Silks, Fillet Goods, Floor Lamps, Cretones, Flags, Carpet Sweepers, Vacuum Cleaners, Wall Papers, Paints and Pictures.

Some prefer the hard felt because it's always in shape---always in good taste for dress or everyday street wear. Others prefer the good-looking, rather "swaggery" fedora, because it is soft, and easy on the head---and so they vie with one another for favor.

At \$7.50 is a Stiff Hat of fur felt, with a crown of medium height, smartly rolled brim of medium height, and leather sweatband---a thoroughly proportioned hat all around.

At \$5.00 and \$6.50 are Velours in popular crease crown fedora style, with flat brims, having slightly turned edges; are lined with satin-faced material and have leather sweatband. Shades consist of brown, green and black. Sizes 6 3/4 to 7 1/2.

At \$5.50 is a Fedora suitable for the young man or vigorous type of middle-aged man. Has a rolling brim, which is inclined to be a trifle flat; sweatband is of leather. Shades consist of green, grey, brown and black. Sizes 6 3/4 to 7 3/4. Price, \$5.50.

Another Fur Felt Fedora, suitable for the younger man, is in green, grey, brown, black and intermediate shades. Sizes 6 3/4 to 7 1/2. Is priced at \$5.50.

At \$3.00 is a Fawn All-wool Tweed Cap, in the one-piece style, without band at back; lining is of satin-faced material. Sizes 6 3/4 to 7 1/2.

At \$2.00, \$2.50 and \$3.50 are Tweed Hats (the ever-jaunty and-durable), in negligee or crease crown style. Sizes 6 3/4 to 7 3/4.

---Main Floor, James St.

In the Annex, Wolsey, Turnbull and Duofold Brands of Underwear may be obtained in medium and heavy weights, and of all-wool, wool and cotton, and cotton mixture.

"Duofold" Brand has a cotton interlining with a wool and cotton face, giving the warmth and protection accorded by wool and the comfort of cotton. Has French neck, closed crotch, long sleeves and ankle length legs, with ribbed cuffs. In natural shade. Sizes 34 to 46. Suit, \$7.50.

Wolsey Combinations, sizes 34 to 44---\$9.00 a suit. Turnbull's Ceetes Combinations, sizes 34 to 40, suit \$9.50; 42 to 44, \$10.50.

In the Annex There's Also a Most Varied List of Shirts

Emery Shirts are shown in many checked patterns (in a new pattern for fall) in mauve, orange and blue. Materials consist of cambrics, with soft double cuffs and assorted sleeve lengths. Sizes 14 1/2 to 17. Price, \$3.00.

At \$3.50 are English Zephyr Shirts in a large range of double and single striped effects. Have soft double cuffs, and are in blue, black and mauve shades. Sizes 14 1/2 to 17. ---Main Floor.

Neckwear It Too, is in a Wide and Varied Range

At \$3.00 is the Swiss, Italian, English and American Silk Neckwear, in woven patterns, floral designs, all-over spaced and figured scroll effects.

At \$3.75 is knitted Neckwear, offering a most extensive variety to choose from. It is all-silk, full-fashioned and in the "Ascot" wide shape. Heather mixture in tones of blue, purple, gold and green predominate. Alternate stripes, bare and plain shaded effects of black and white form very appealing effects, too.

At \$1.00 are polka dots in four-in-hand and bow-tie shapes. Materials consist of soft towlards. ---Main Floor, James St.

AMERICAN S

s Today

merican "Dunlap"



\$10.00. \$8.00. \$8.00.

\$10.00, \$12.00. No such variety

LIMITED

M FAIR

EVER. Oct. 3 and 4 IN PURSES. roads.

BRIDGE FAIR

BER 11 AND 13, 1919. Day Thanksgiving Day.

IN PRIZES THIS YEAR IN TRIALS-OF SPEED

C. L. Wallace, Secretary.

GUILTY OF THEFT.

Sessions yesterday Edward a lad of 17 years, was by Judge Coatsworth of 11 from Samuel Lent. A the evidence Higginson and d, watched where Lent put in his house and later unnoticed and stole it. Hig not know the name of the Crown Attorney Greer was of just what punishment given the boy and he was for sentence.

g's



ampion "Maxwell" for Maxwell Cars 4, 1/2-18 Price \$1.00

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THE T. EATON CO LIMITED