Snapshot enlargements, size 6½x8½, 30c; framed, 65c.
—Camera Dept.—Main Floor—

EATON'S DAILY STORE NEWS

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

Of General Interest to Men

THE articles illustrated on this page are details, but, nevertheless, of great importance and convenience to every man, in fact some of them are practically indispensable. It's interesting to know that Christmas is a little less than eight weeks off -- just such things as these are gifts that men appreciate.

Reliable Wrist Watches and Clear Ringing Alarm Clocks, Moderately Priced

The Wrist Watch illustrated on left is a 15-jewel model in a nickel case. Has radium figures and hands for telling the time at night. Price 5.00

The one to the right is a 15-jewel Rolex Watch, in bezel silver case. Has radium figures and hands. Price 10.00

This is a high-grade Swiss Watch, very suitable for soldiers, being strongly made, in dust and waterproof silver case and with radium dial for telling time at night. It is pin set and has 15 jewels. Price 15.00

A 15-Jewel Rolex Wrist Watch in silver case, with radium dial and swing lugs. It's a thin model and has radium dial and metal face protector. A splendid gift for a soldier. Price 11.00

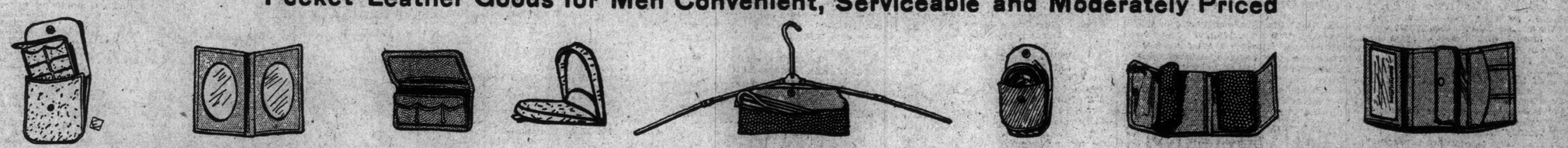
This Alarm Clock is encased in a strong nickel-plated frame with reliable movement. The dial is white with black Roman numerals and alarm index. It has bell on top, with half-hour striking attachment and a switch for checking alarm. The back is straight and has easy-winding keys. Price 2.50

The "Sleepmeter," in highly polished, seamless case, with full-sized back bell, large, easy-winding keys and extended switch for silencing. The dial is clear white with large black numerals for ready time reading, and has noticeable alarm index and hand. Price 1.25

The "Typhoon" is a repeating 15-minute alarm clock in polished nickel case. Has back bell with large keys. The face has convex glass and large black Arabic numerals for quick reading. Has switch situated on top. Price 2.00

The "Tatoo" shows the time in the dark. Has luminous figures and hands that shine at night if exposed to the light during the day. The dial is black and the hands white. Has large black bell with repeating alarm attachment that rings every half-minute for 15 minutes, until closed by silent switch. Price 2.25

Pocket Leather Goods for Men Convenient, Serviceable and Moderately Priced



This is an English Morocco Purse, for both bills and silver. Has sliding compartment for gold coins, street car tickets, etc. As illustrated. Price is ..... .50

A small pocket Photo Case, useful to soldiers or friends of soldiers. Made of real morocco or tan leather, with space for one or two photos, each photo protected by celluloid covering, as illustrated ..... .50

Almost every man uses a ticket case like this for holding cards and tickets of all kinds. It is made of real morocco leather, and is strongly sewn. Price, 50c. Same style, in real seal leather, is priced at 1.00

Showing one of a great variety of Coin Purses. It is made of English pigskin, and has two pockets and tray; price 65c; of real morocco, 50c; real seal, 75c. Other styles made of pigskin are priced at 75c, 85c and $1.00.

Here's a handy and compact pocket-piece for the traveler. It's a folding coat and trouser hanger that fits into a small black leather case. Price, complete ..... .75

This is a Folding Drinking Cup, in nickel finish. It fits into a soft, thin leather case, and takes up very little space in pocket. Price 1.00

Other styles are priced at $1.25 and $1.50.

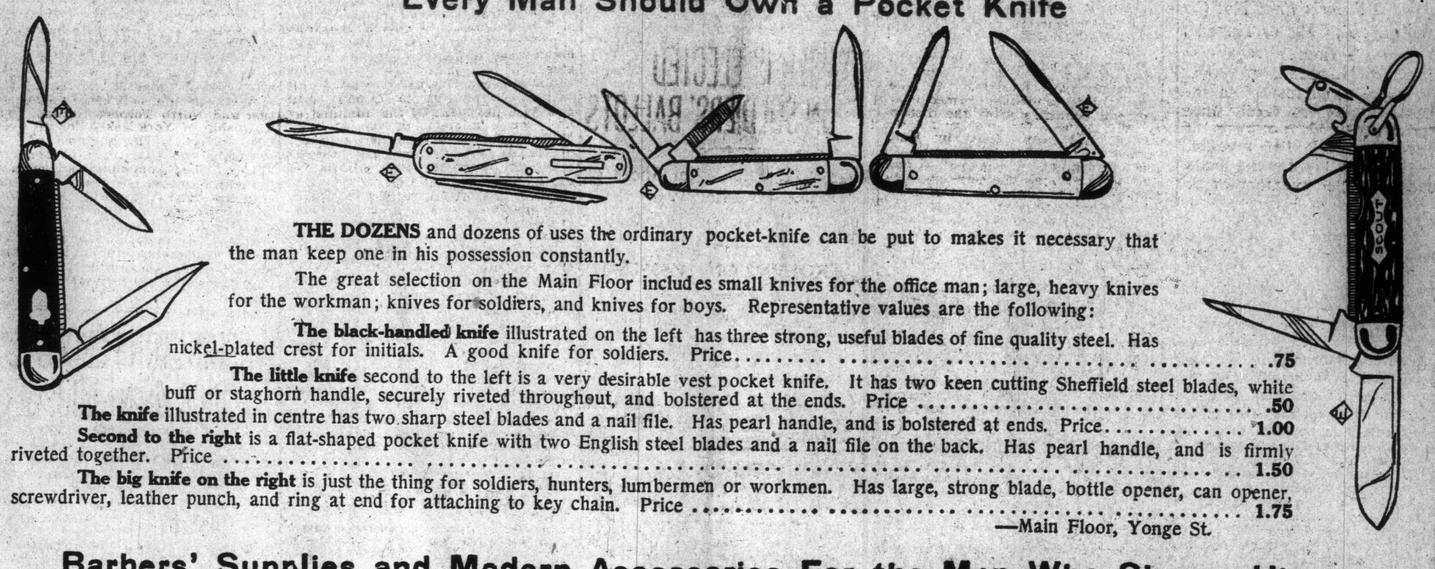
This is a Seal Grain Leather Bill Fold and Change Purse, combined. It folds very small and is most low priced at. .50

Same style in real morocco leather is priced at 1.00

This three-fold Pocket Case is one of the most useful and most popular kind made. It has spece for bills, street car tickets, and three pockets—one with flap and fastener—for change, cards, papers, etc. At one end there's an identification card, with a celluloid covering. Price 1.00

—Main Floor, Yonge St.

Every Man Should Own a Pocket Knife



THE DOZENS and dozens of uses the ordinary pocket-knife can be put to makes it necessary that the man keep one in his possession constantly.

The great selection on the Main Floor includes small knives for the office man; large, heavy knives for the workman; knives for soldiers, and knives for boys. Representative values are the following:

The black-handled knife illustrated on the left has three strong, useful blades of fine quality steel. Has nickel-plated crest for initials. A good knife for soldiers. Price ..... .75

The little knife second to the left is a very desirable vest pocket knife. It has two keen cutting Sheffield steel blades, white buff or staghorn handle, securely riveted throughout, and bolstered at the ends. Price ..... .50

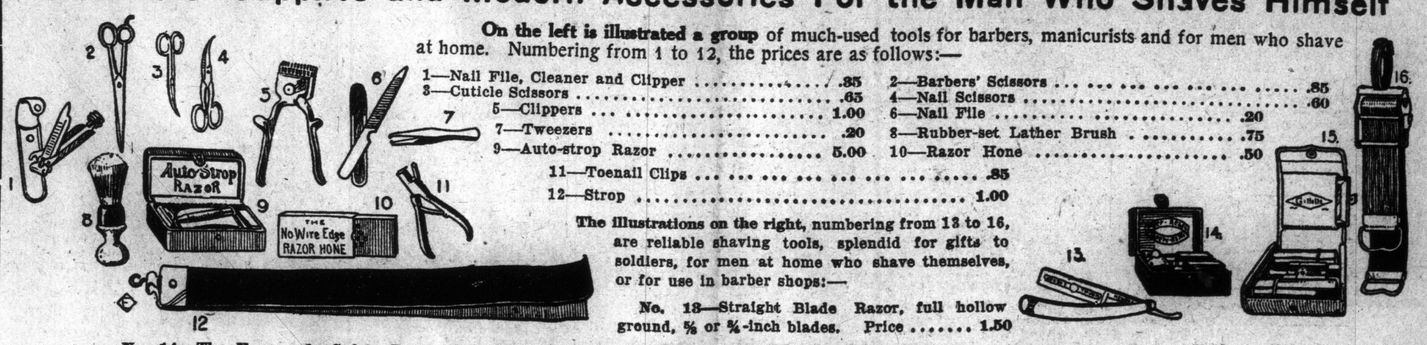
The knife illustrated in centre has two sharp steel blades and a nail file. Has pearl handle, and is bolstered at ends. Price 1.00

Second to the right is a flat-shaped pocket knife with two English steel blades and a nail file on the back. Has pearl handle, and is firmly riveted together. Price 1.50

The big knife on the right is just the thing for soldiers, hunters, lumbermen or workmen. Has large, strong blade, bottle opener, can opener, screwdriver, leather punch, and ring at end for attaching to key chain. Price 1.75

—Main Floor, Yonge St.

Barbers' Supplies and Modern Accessories For the Man Who Shaves Himself



On the left is illustrated a group of much-used tools for barbers, manicurists and for men who shave at home. Numbering from 1 to 12, the prices are as follows:—

1—Nail File, Cleaner and Clipper ..... .35
2—Barbers' Scissors ..... .85
3—Cuticle Scissors ..... .65
4—Nail Scissors ..... .60
5—Clippers 1.00
6—Nail File ..... .20
7—Tweezers ..... .20
8—Rubber-set Lather Brush ..... .75
9—Auto-strop Razor 5.00
10—Razor Hone ..... .50
11—Toenail Clips ..... .35
12—Strop 1.00

The illustrations on the right, numbering from 13 to 16, are reliable shaving tools, splendid for gifts to soldiers, for men at home who shave themselves, or for use in barber shops:—

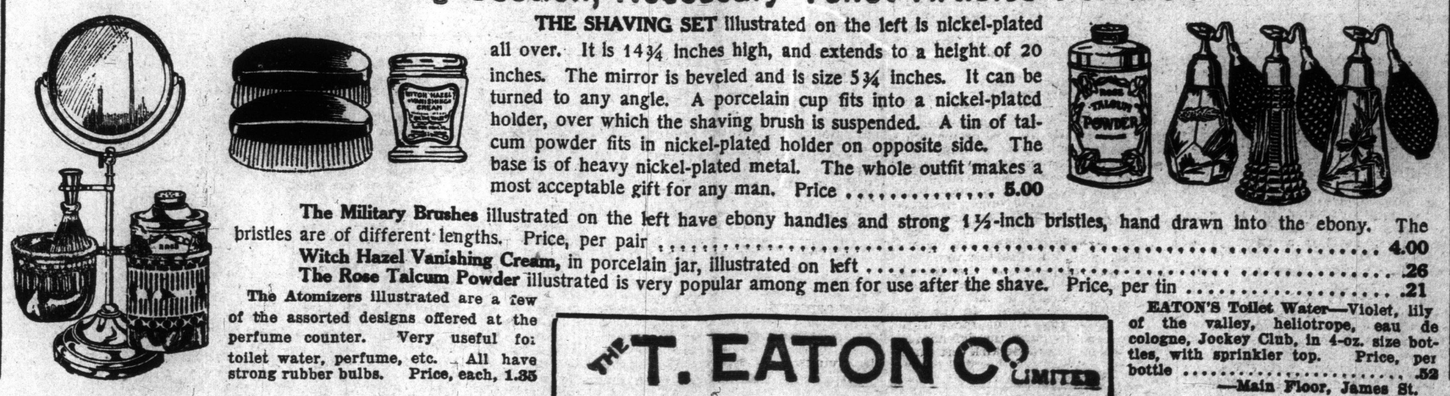
No. 13—Straight Blade Razor, full hollow ground, ⅝ or ¾-inch blades. Price 1.50

No. 14—The Ever-ready Safety Razor, outfit consisting of 12 blades and handle for stropping. Price ..... .90

No. 15—The famous Gillette outfit, containing safety razor, 12 blades, mirror, brush and soap. In pigskin leather case. Price 9.00

No. 16—An Automatic Stropper for either safety or straight blades. No fear of razor cutting strop, and no fear of getting the wrong edge on razor. A splendid gift for the young fellow just starting to shave. Price 1.95

In the Drug Section, Necessary Toilet Articles For Men



THE SHAVING SET illustrated on the left is nickel-plated all over. It is 14¾ inches high, and extends to a height of 20 inches. The mirror is beveled and is size 5¾ inches. It can be turned to any angle. A porcelain cup fits into a nickel-plated holder, over which the shaving brush is suspended. A tin of talcum powder fits in nickel-plated holder on opposite side. The base is of heavy nickel-plated metal. The whole outfit makes a most acceptable gift for any man. Price 5.00

The Military Brushes illustrated on the left have ebony handles and strong 1½-inch bristles, hand drawn into the ebony. The bristles are of different lengths. Price, per pair 4.00

Witch Hazel Vanishing Cream, in porcelain jar, illustrated on left ..... .26

The Rose Talcum Powder illustrated is very popular among men for use after the shave. Price, per tin ..... .21

The Atomizers illustrated are a few of the assorted designs offered at the perfume counter. Very useful for toilet water, perfume, etc. All have strong rubber bulbs. Price, each, 1.35

EATON'S Toilet Water—Violet, lily of the valley, heliotrope, eau de cologne, Jockey Club, in 4-oz. size bottles, with sprinkler top. Price, per bottle ..... .52

—Main Floor, James St.

THE T. EATON CO. LIMITED

Some of the Friday Bargains

Men's Clothing.

Exceptionally well tailored 3-piece Sack Suits in cassimere-finished tweeds and rich worsteds with small checks or thread stripes in brown or grey. New style, three-button coats, twilled mohair linings. Sizes 36 to 44. Reg. $18.00, $20.00, $22.50 and $25.00. Friday, suit 14.75

Smart Slip-on Topcoats for men or young men; single or double-breasted, carefully tailored of warm tweeds in grey or brown with mixtures, herringbone stripes and diagonal weaves. Velvet or self collars, straight or angle patch pockets with flap, and twilled serge linings. Sizes 35 to 44. Reg. $13.50 and $15.00. Friday, each 9.95

—Main Floor, Queen St.

Men's Furnishings.

Men's Underwear, "Wolsey" brand. Shirts have double breast; pearl buttons. Sizes in shirts, 34, 40 to 46; drawers, 32 to 50. Reg. $2.00 and $2.50. Friday, a garment 1.48

Men's Sweater Coats, slightly imperfect, plain and fancy stitch, high storm or shawl collar, two pockets, and close fitting cuffs. Colors plain brown, grey, maroon, also brown and tan, grey and maroon. Sizes 38 to 42. Friday, each .. 1.98

Men's Fancy Colored Shirts. In the lot are laundered and soft cuffs, mostly coat style. Colors are light grounds with neat stripes of blue, mauve, black. Sizes 14 to 17½. Friday, each ..... .50

Men's Pyjama Suits, heavy weight flannelette, neat stripes of blue and white, pink and white, tan and white. Military style collars, silk frog trimming, breast pocket. Sizes 34 to 46. Reg. $2.00 and $2.50. Friday, a suit 1.48

—Main Floor, Centre.

Men's Gloves.

Men's French Suede Gloves in assorted grey shades; some silk lined, others unlined; also men's mocha gloves underlined in tan, with full pique and prix sewn seams, gusset fingers, one dome fastener, spear point backs. Reg. $1.75, $2.00 and $2.50. Friday, per pair 1.50

Men's Unlined Tan Cape Gauntlet Gloves, made with strap, dome fastener at wrist, and prix sewn seams. (For this item we cannot take phone or mail orders, the quantity being limited.) Reg. $2.75 and $3.25. Friday, per pair at 2.00

Men's Black Sheep Mitts, fleece-lined and with knitted cuffs. Friday, per pair ..... .39

—Main Floor, Yonge St.

Men's Boots.

Men's Box Calf Boots, leather lined, viscalized soles; also tan calf, laced, with recede or medium toe; also patent leather, blucher or button, and gunmetal calf, button style. Light or heavy soles, all Goodyear welted. Sizes 5½ to 11. Friday, pair 3.45

—Second Floor, Queen St.

Umbrellas.

Men's and Women's Umbrellas, light or dark colored polished handles, trimmed or plain. Covers are of silk and wool mixture, have paragon close-rolling frame, and some are cased. Reg. $1.50 and $2.00. Friday, each ..... .95

—Main Floor, Yonge St.

Here and There in the Store

At the entrance of the Fifth Floor Lunchroom a special booth has been erected for the purpose of demonstrating Aunt Jemima's pancake flour.

If ordering in more than one department, call Main 3501.

The General Order Dept. is for the convenience of customers who desire to order goods by phone from more than one department.

For instance, if one desires an electric iron, a new collar, a girls' dress and a pair of lace curtains, instead of phoning each department

Call Main 3501.

Those miniature postcard size photos known as C.D.V.'s are gaining in popularity, because of the excellent results and quick service the gallery is now giving. They are size 2½ x 4¼ inches and are very low-priced at 4 for ..... .25

—Main Floor, James St.

If you phone your order for piano tuning, it will have our immediate attention. Our tuners are all practical men, who will make any minor adjustments and regulations that may be required at time of tuning. Single tuning, $2.00; three tunings a year, 5.00 Musical Instrument Dept.—Fifth Floor.

If you send your name and address to Personal Service Department, a booklet, "Gift Packages for Soldiers," will be mailed to you. It is full of helpful suggestions for those who are sending comforts and eatables to soldiers on active service in England and France, and to prisoners of war in Germany.

The Escalators at Yonge Street entrance will carry you to Second and Third Floors.

In the Harness Dept., there is a special Waterproof Horse Cover that will not crack or become stiff in cold weather. It is shaped at neck, full length, breast to tail, with buckle and strap at breast and straps on inside to buckle to traces. Price, each, $3.10; extra large size, price, each 3.35

See them in the basement of Furniture Bldg., corner James and Albert streets.

Special Dinner Served in Grill Room Friday

Roast Prime Ribs of Beef with Pan Gravy
or
Fried Fresh Lake Trout with Butter Sauce
Mashed or Boiled Potatoes and Creamed Carrots
Pumpkin or Apple Pie with Ice Cream
Club Rolls and Butter
Pot of Tea or Coffee 50c
Afternoon in Grill, From 2 to 5
Creamed Crabmeat in Pattie
Buttered Toast or Tea Biscuit
Vanilla Ice Cream
Pot of Tea or Coffee ... 20c
—Fifth Floor