

Mark Envelopes for Mail  
Orders for Goods on This  
Page, "City Ad."

# EATON'S DAILY STORE NEWS

Fresh Toasted Marshmallow,  
soft and spongy, with a brown  
jacket of Toasted Cocoaanut,  
pound ..... 25c

## You May Study the New and Accepted Styles in Headwear

Hats give a world of choice. There is the Soft and Stiff Hat; the soft in distinct differences of shape and material, as the Fedora, Alpine, Telescope and Knockabout, in felt, and the plush and mohair-like effects in convertible crown and brim; while the stiff hat gives innumerable variations of brim and crown.

And this "World of Choice" may be studied here Monday. Having gathered widely from the foremost parts of Europe and America, we shall make an extensive and interesting display of this superb assemblage of hats, which exactly represents the new fashions.

Silk Hats for Dress Wear, slightly belled crowns with roll brims. Price, \$5.00. A smarter shape for young men. Price, \$5.00.

First illustration depicted here is one of the newest Fall styles. Made of a very fine quality English fur felt, with pure silk trimmings and Russian leather sweatbands. A jet black. Price, \$3.50.

Second illustration—This hat promises to become a leader this very becoming style it presents. Can be converted into the tele. color to body of hat. A choice of three shades: slate, fawn and rose. Price, \$2.00.

For a Hat of Extra Quality depend on this American Derby from one of the most noted makers. A flexible fur felt with full crown and roll brim, cushion leather sweatband. Price, \$5.00.

Other Derby Hats, with variations in crown and brim, displaying the season's demands, are priced at \$1.50, \$2.00, \$2.50 and \$3.00.

A Leader in Soft Hats for Fall and Winter is a very fine quality plush beaver. The shape is similar to the fedora, but the brim may be dipped at the front or side as desired. Satin lining and calf leather sweatbands. Comes in black and several shades of green. Price, \$3.00.

Another Novelty in soft hats is the scratch hat—a rough finish in a mole shade. Two shapes of the fedora and knockabout. Silk band and binding. Easy fitting, calf leather sweatbands. Price, \$2.00.

Other soft hats in fedora, Alpine, trooper and neglige shapes. Prices \$1.00, \$1.50, \$2.00 and \$2.50.

A Telescope Shape for Boys is in a dark slate and bronze felt. Price, \$1.50.

Main Floor, Queen Street.



## For An Early Clearance of Women's Gloves

43 dozen Women's French Suede Gloves, with 2 dome fasteners, oversewn seams and Paris points. Colors tan and grey. Sizes 5½ to 7. To clear ..... 45c

Women's Fine Lisle Thread Gloves, with 2 dome fasteners and silk stitched points. Colors black and white. Sizes 6½ to 7. Monday ..... 12½c

## Men's Clothing

New Fall Suits at \$15.00—A wide choice in Scotch tweed effects or the smooth-finished worsteds, new weaves in fashionable browns, greys and olives; single-breasted coats with the new medium width shoulder and close-fitting collar.

Men's Worsted Suits at \$16.50—These new dressy fabrics, quiet stripes on dark and medium grounds, almost any shade in this range; three-button, single-breasted coat of latest cut. Fine tulle serge body linings.

## Those of Our Own Make

The EATON Brand—These suits display the new and favored dark brown worsted with blue thread stripe; single-breasted model, built with special care to "shape retaining"; the hair-cloth and canvas extending to the very bottom; holes hand-made; first-class linings and interlinings. Price ..... \$15.00

## Men's and Boys' Furnishings: Fall and Winter Preparations

In the Shirts and Neckwear, the Heavier Underwear and other warm garments for the cool Autumn and Winter months, new full stocks are ready for the "Opening Day."

In the Very Extensive Array of Shirts the new striped flannels, with laundered or soft double cuffs, are conspicuous. In Madras and such-like fabrics there are beautiful effects on white grounds, especially in the two-toned and cluster stripes. Colors run to grey, lavender, and blue.

In the Neckwear the widest variety is given, with particular attention directed to really elegantly designed and richly colored Kerchief Ties at \$1.

Here are a few particularly seasonable items of Men's Wear:

Men's Natural Wool Underwear, shirts of: draw-ars, medium Winter weight, the shirts are double back and front, drawers are double across the back, natural color; this underwear does not shrink or get hard in washing; sizes 34 to 42. At each \$1.00

Men's Imported Natural Wool Underwear, "Wolsey" make, Winter weight, double breasted, made from extra fine quality yarn, guaranteed not to shrink, soft finish, shirts or drawers; sizes 34 to 42. At ..... \$2.00

Men's Fine Night Robes, made from soft finished English flannel, best make and finish, large full bodies with gored in each side, assorted stripes; sizes 14 to 21. At ..... \$1.00

Men's Imported English Flannel Pyjama Suits, fine quality, frog and button fasteners, plain and fancy stripes. Per suit ..... \$2.50

Men's Fine Imported Natural Wool Merino Night Robes, collar attached, pocket and pearl buttons. At ..... \$2.95

Men's Buttoned Sweater Coats, with or without pockets, made from fine worsted yarns, plain or fancy stitch, close ribbed cuffs, colors are plain, navy blue, grey, tan, with colored trimmings down front, small, medium or large sizes, excellent value. Each ..... \$1.50

Ask to see our Men's Special Buttoned Sweater Coat, extra heavy all wool known as the "Varsity" coat; it has close ribbed cuffs with tw. pockets attached; this is a very popular coat for outdoor sports, colors are plain royal blue with white trimmings, plain white with royal blue, cardinal or green trimmings, also plain grey with navy blue or cardinal trimmings. Sizes 36 to 42. Our special price ..... \$2.95

Main Floor, Queen Street.



## The Book Section

WRITTEN by a resident of Toronto, and dealing with persons, places and events associated with the history of Canada and of our own County of York, "The Macs of '37," by Dr. Brown, makes claim on the interest of local readers in particular.

As the title indicates, the scene is laid at that troublous period when Papineau, in Quebec, and William Lyon Mackenzie, in Ontario, incited men to rise up in revolt because of their political grievances, when Yorkville was a mile beyond city limits, and Sir Francis Bond Head was Lieutenant-Governor of Ontario. The engagement at Montgomery's Tavern, and Mackenzie's hazardous flight to the Niagara frontier, supply the warp of the tale, through which threads the romance of two young people identified respectively with the opposing factions. Lieutenant Stuart, of the British gunboat Transit, cruising at the time in Lake Ontario, rescues from drowning Marie, the daughter of a certain Donald MacAlpine, head of the Thousand Island League, and one of the "malcontent leaders." As a result of the gallant act a mutual affection springs up, the course of which runs its proverbially unsmooth way through a series of stirring incidents, in which the dynamiting of a flag-ship, the bombardment of the hero's fortress home, and the seeking of refuge in hidden caves play an adventurous part. The conclusion to which all works out must be ascertained by a reading of the book.

Now on sale in the Book Section, \$1.10.

## The Correct Corset

Those who realize the importance of a properly chosen, properly fitting Corset should utilize the opportunity of consulting Miss Newport, at present in attendance in the Corset Section. She is an expert Corsetiere and will be pleased to fit and to give advice.

Second Floor, Centre.

## Umbrellas, \$1.29

Men's and Women's Umbrellas—Silk and wool covers, steel rod and paragon frame. In a good range of up-to-date handles. Monday ..... \$1.29

## Good Hosiery Values

Women's 2-1 Ribbed Cashmere Hose, seamless finish, stainless dyes, double sole, heel and toe; sizes 8½ to 10..... 19c

Women's Lace Ankle Lisle Thread Hose, full fashioned, best stainless dyes, double sole, heel and toe. Tan only. For Monday reduced to ..... 12½c

Men's Cotton Sox, double sole, heel and toe, full fashioned, some have mao sole, tan and black; sizes 10, 10½, 11 ..... 12½c

Children's Fine 2-1 Ribbed Cashmere Hose, seamless finish, double sole, heel and toe, stainless dyes; sizes 6 to 8½..... 19c

Main Floor, Yonge St.

## Immense Showing of Untrimmed Hats

Felt, Beaver, Silk, Satin and Velvet Shapes at Moderate Prices.

The passing days only emphasize the season's early prediction that hats of immense brim and low crown should dominate for the dress occasion, and toques by close brim and high crown for street and general knockabout wear. But the rule loses any possible narrowness or severity in the wide laxity that is permitted in regard to the substance of the hat. While it must be large and low, or small and high in shape, a wide license is allowed as to whether it shall be silk, velvet, satin, felt or beaver in surface. And this long gamut of choice is very happily run in our provision of untrimmed millinery. The showing includes some very smart examples of the satin covered hat in picture, toque and turban variety, (the illustration depicts two of these), while in those covered with velvet the assortment is practically unlimited. In smooth felt and in satin and furry beavers the option also ranges from the tiny bell to the huge Gainsborough. Prices range as follows:

Felt shapes, in large, medium and small styles, in brown, wine, cinnamon, mole, prune, grey, raisin, natter blue. \$1.25, \$2.75

Satin covered and satin and velvet covered, shades in black only..... \$1.50 to \$6.50

Silk and long haired beavers, in black and white, amethyst red, moss, sage and heather ..... \$2.25, \$8.00

Second Floor, Yonge Street.

## Rugby Outfits, Low Prices

With the opening of colleges and High schools, Rugby is again to the fore. The first thought is for the outfit; then see our stock of high-grade goods; we have every requirement from head guard to boots, with a guarantee of perfect satisfaction and prompt delivery.

We have suits in P.C.C., T.C.C., Argos, Trinity, T.A.A.C., Varsity, W.C.C., St. Andrew's colors, also plain white.

Our prices on Rugby uniforms and accessories:

Jackets, full padded, red, navy, royal, \$1.25; white, \$1.00

Pants, half padded, as used on back division, white, 70c; with cane splints, 90c

Khaki, \$1.10; khaki with cane splints \$1.20

Full padded pants, white, \$1.00; khaki, \$1.35; with cane, \$1.50

Leather Head Helmets, from \$1.00 to \$2.50.

Rubber Nose Guards ..... 50c

Leather Shoulder Pads ..... 35c

Leather Hips and Elbow Pads ..... 25c

Leather Knee Pads ..... 20c

Fifth Floor.

## Now for the Blanket Sale

Centre your attention on the splendid stock and low prices of our Blanket Section. It has taken months to prepare for this low-price campaign, and fortunately we were early enough to secure huge quantities at the old prices. The cost has gone up so that we are now selling at prices very close to what we would have to pay ourselves to get more of them. Secure a supply now. They're going rapidly at these prices, and it is hardly probable that the cost will be so low again this Winter. One-half the month has passed, and with it half the opportunity.

White Unshrinkable Wool Blankets—Thoroughly scoured; have close, even nap and pink or blue borders; a good value; full 7 lbs. and 64 x 84 inches. Monday, per pair ..... \$3.43

Grey or White Flannellette Blankets—Best Canadian make; soft nap finish, with pink or blue borders; size 70 x 84 inches. Monday, per pair ..... \$1.19

## New Attractions in the Ribbon Section

Thousands of yards of new Ribbons will be on display on Monday. The early Fall showing is complete and those desiring ribbon for millinery, dress trimming, hair ornaments, fancy work, etc., would do well to buy now. Among the leading lines will be found:

New "Queen" Taffeta Ribbon—A household word with many. Wonderful lustre and finish; great weight, giving service and long wear. We tie it for you free of charge in all the new styles of hat bows, sashes and hair bows. The color list is complete, and includes white, ivory, cream, yellow, tan, brown, sky, Saxe, Alice, Copenhagen, merle, royal, comet, navy, pink, rose, old rose, beaurvais, garnet, red, wine, Bordeaux, Nile, eucalyptus, prunell, grey, mauve, purple and black.

4 inches 5 inches 6 inches 7 inches  
15c 20c 25c 29c

New Duchess Satin Ribbons—That rich pure silk Swiss ribbon with a highly finished, soft, satin face, and one of the most beautiful ribbons shown on our counters; in various widths for different purposes, from the small ribbon for tying and trimming, including the medium widths for fancy work, block cushion tops, etc., to the wide millinery widths for the new rosettes and hat bows so popular this Autumn. The range of colors includes navy, royal, Copenhagen, Saxe, sky, wine, Bordeaux, cherry, garnet, cardinal, old rose, pink, beauty rose, Nile, moss, emerald, reseda, myrtle, cream, tan, yellow, brown, lilac, purple and grey. Widths and prices at:

¼-in. ½-in. 1-in. 1½-in. 2-in. 3-in. 4-in. 5-in. 6-in.  
3c 4c 7c 10c 12½c 15c 22c 30c 39c

## Great Exposition of Women's New Suit Styles

With special values as buying inducements. It's Suit-buying time, and those in quest of what's most desirable in the new styles and fabrics will find in our grand preparations to supply your every Fall and Winter Suit need the greatest satisfaction, for here's a range of materials and styles that promises most ample choice, no matter what price you wish to pay.

Two particularly good styles are offered Monday. A particularly opportune inducement, a suit made for the beginning of the season and only now to hand, consequently taken into stock at a sacrifice on maker's part and given on to you at corresponding price reduction—made of high-grade French novelty worsted. The perfectly plain tailored style is a reproduction of one of the most expensive models. The coat is lined with a durable striped pique silk. The skirt is 15" bared in graceful straight lines, with neat unobtrusive side pleats to afford walking room. Mixed shades in blue, brown, tan, grey, royal and black.

The other style is in fancy all-wool worsted, semi-fitting coat, silk lined, plain collar and revers with touches of soutache braiding, and strapped seams. Colors navy, taupe, grey, rose, sage. The low price, each ..... \$15.75

## Other Special Values in Suits

Suit of fancy worsted at \$10.00  
Suit of corded Venetian ..... \$12.50  
Suit of diagonal cheviot ..... \$15.00  
Suit of fine twill suitings ..... \$17.50

Suits of heather mixture suitings ..... \$20.00  
Suits of broadcloth ..... \$22.50, \$25.00 and \$32.50

## High-class Imported Suits

Examples of the best that New York tailors can turn out. Perfectly plain styles, and some with smart touches of velvet or fancy tailor trimmings on collar and cuffs, silk and satin lined, in fine broadcloths, serges, diagonals, traverse tweeds, twills and heather mixtures, ranging in price from ..... \$27.50 to \$65.50

Second Floor, James St.

## What's Newest in Boys' Clothing

We best answer that by noting down these interesting and very brief descriptions of the Fall stocks in their now superb readiness for Autumn and Winter. No one who reads can but be impressed by the great breadth of selection. We have anticipated every conceivable requirement in boys' wear for the new season.

Russian Suits, beautifully designed from imported fancy twills and worsted materials, in a great choosing of patterns and colors, and in the plain tones, as greys and navy blue; deep sailor collar and separate front; leather belts; bloomer knickers; for boys 3 to 7 years. At \$5.50, \$6.50, \$7.50 and ..... \$8.50

Sailor Suits, with a smart loose blouse effect and bloomer pants; English tweeds and worsteds in pretty greys, navy, browns and fawns; new patterns and weaves; for boys 5 to 10 years. At \$5.50, \$6.50, \$7.00 and ..... \$7.50

Man-o-War Suits, of English navy blue serge, thoroughly tailored, with smart, roomy blouse, deep sailor collar and adjustable front, anchor, emblem on sleeve, lanyard and whistle; long pants, wide at bottom; for boys 3 to 10 years. At \$3.50 and ..... \$5.00

Norfolk Suits, strictly tailored from imported tweeds in seasonal dark browns and greys, showing neat stripe patterns; single-breasted box-pleated coats; knee pants or bloomer knickers; Italian cloth linings; sizes 24 to 28. At \$3.75, \$4.50, \$5.00 and ..... \$5.50

Two-piece Suits for Bigger Boys are stylishly tailored from fine English tweeds and worsteds in light, medium and dark tones, new designs and weaves; two and three button double-breasted coats, with close-fitting collar and long, broad lapels; first-class trimmings; bloomer pants, belt loops, strap and buckle fasteners; sizes 29 to 34. At \$6.50, \$7.50, \$8.50, \$10.50 and ..... \$12.50

Three-piece Suits, superbly tailored from fine English tweed and worsted materials, of handsome stripe designs, in olive, brown, light and dark grey colors; coats two and three button double-breasted model; knee pants; good quality body linings; sizes 28 to 34. At \$7.00, \$8.00, \$9.00, \$10.00 and ..... \$11.00

Reefer Coats \$4.50—Double-breasted, cut from imported covert cloth in a fashionable fawn, stitched cuffs and emblem on sleeve; lined throughout; for boys 3 to 9 years.

## Shot Effect Nets, Yard 25c

A fine quality of Brussels Net, in the shot effects, in a large range of colors, suitable for waists, dresses, hat trimmings, etc., 40 inches wide. Special value, yard ..... 25c

## Cross Bar Handkerchiefs, 6 for 25c

Women's Cross Bar Handkerchiefs, finished with assorted hemstitched hems, in a large assortment of designs. This is one of the season's most popular styles and is extra good value at 6 for 25c

## New Tussock Scarfs

This is one of the newest offerings in Washable Scarfs, 1½ yard long, finished with wide hemstitched hems, and obtainable in a wide range of soft shades, including white, sky, pink, helio and mauve. At each, 50c, 60c, \$1.00

Also the same goods, with Persian effect, at ..... \$1.25

## Corset Cover Flouncings

Fine Swiss Corset Cover Flouncings, 17 inches deep, in the hairline and ¼-inch stripes and worked in neat open and blind effects to a depth of 6 inches, all come in the allover effect. Reduced for quick selling, yard ..... 25c

Main Floor, Yonge Street.

## Women's Fancy Blouses

A Choice of Net, Taffeta or Japanese Silk

This offering of dainty, well-made blouses at an incredibly low price is purposed as an inducement for brisk early selling. The waists are of taffeta, net and Japanese silk, and represent a pretty, useful blouse for wear with the dressy suit, or for afternoon indoor wear; some are tastily tucked; some are trimmed in surplice effect with lace, braiding and tucking; others of embroidered net have inlaid front of tucked net; long sleeves, trimmed with lace and insertion; colors white, black, ecru; all sizes in lot. Very specially priced, \$1.98

## Smart Autumn Waists at Moderate Prices

Among the new Autumn arrivals in the Blouse Section a smart tailored waist of fine quality paillette silk is particularly worthy of mention; obtainable in black, navy, rose, mauve and grey, it is especially adapted to wear with tailored suits of harmonizing shade; the front of the waist is elaborately braided and finished with tucking and pleated frill. \$3.50

## Young Women's Suits \$7.95

This line of suits sends out a bright gleam of encouragement to those who must maintain strict economy in the filling of their wardrobes; the suits are of navy and black worsted, plainly tailored in a design that embodies all the small but important details essential to the season; single-breasted, semi-fitting coat and plain, smartly cut skirt; sizes, bust 32, 34 and 36, skirt lengths 35 to 38; a limited quantity. Reduced price, each ..... \$7.95

## Fancy Goods Have Section on Third Floor

Next to Music Department on Third Floor an additional Fancy Goods Section has been opened. Pillow tops, pillow slips, made-up pillows, fancy waste paper baskets, pin cushions, tea cosies and other novelties, cushion fringes and tassels will be found there.

## Kentia Palms, 40c

One of the most beautiful and healthy house plants that needs little care. These are a new crop, each plant being twelve inches high, and put up in 4½-inch pots. Each ..... 40c

## Boston Sword Ferns, 35c

A delicate, but healthy, house plant of rich green shade. Large and perfect leaves. Each plant put up in 5½-inch pot. Each ..... 35c

## The Chinese Sacred Lily, 5c

The bloom of the Chinese Sacred Lily is very fragrant. It needs little care, the bulb being planted in dish of water partially filled with pebbles. Bulbs, each ..... 5c

Fifth Floor.

THE T. EATON CO. LIMITED