



THE NEW 'EATON' BRAND' CLOTHING

Embodies All That Makes For Good Clothes---at a Moderate Price

After a great many years' experience in clothes-making for Toronto men we've launched forth what we believe to be the 'top notch' in clothing ready to wear--ready to wear anywhere

IT'S THE "LAST WORD" IN GOOD TAILOR WORK

THE BEST HAIRCLOTH INTERLINES THE FRONTS OF ALL COATS, AND PREVENTS "WILTING";
SHRUNKEN LINEN STAY TAPES "BRACE" THE COAT THROUGHOUT, MAKING "SAGGING" IMPOSSIBLE;
THE OPEN PADDING GIVES A GRACEFUL "SET" TO THE SHOULDERS;

EVERY "EATON BRAND" COAT HAS HAND-FELLED COLLAR, WHICH GIVES A CLOSE SNUG FIT;
AND BLUFF EDGE LAPELS ON OVERCOATS, A DECIDEDLY DRESSY FEATURE;
ALL BUTTON HOLES HAND WORKED.

There is going to be no trouble about FITTING men, because of the skilful modeling of the coats, hand tailored to a great extent, and the wide range of styles and sizes to select from.

It is our belief that this new clothing will quickly win the deepest appreciation of men who "go in for" the BEST---especially as the PRICES are so moderate, effecting a saving item worth while.

A HIGH- GRADE WINTER COAT MINK LINED



Here is an extremely lightweight garment; ITS WARMTH IS IN THE QUALITY, not weight.

Outer covering of specially fine black beaver cloth.

Lined with natural mink -- well furred, beautifully marked skins. Sleeve lining of satin, interlined with chamois leather.

Down the fronts of coat, and around collar and pockets, the use of canvas adds to the durability of the garment and keeps it shapely.

View the coat from ANY standpoint -- satisfaction's sure. See, and examine it Saturday. Price **\$135** --Main Floor--Queen St.

OVERCOAT \$16.50—"Eaton Brand," Oxford grey cheviots and black melton cloths; Chesterfield style, 46 inches long, velvet collar; Italian cloth body linings.

OVERCOAT \$18.00—"Eaton Brand," Carr's black melton cloth, a 30-ounce material; fashioned after American models, 46-inch Chesterfield style with broad lapels and close fitting collar; body and sleeve linings of extra quality.

OVERCOAT \$20.00—"Eaton Brand," imported English fabric, Carr's melton cloth; Chesterfield model, 46 inches long; seams double stitched five-eighths of an inch; lapels broad; collar of silk velvet; sleeves lined with black satin.

OVERCOAT \$22.50—"Eaton Brand," Carr's black melton cloth, weight 34 ounces to the yard; shoulders and sleeves lined with black satin; superior quality of Italian body linings; cut in that broad lapel, 46-inch Chesterfield style, with vent.

OVERCOAT \$25.00—"Eaton Brand," black melton cloth, made by Isaac Carr of Bath, England, weighs 32 ounces to the yard; American models, 46-inch Chesterfield style; Beatrice twill body linings, sleeves lined with black satin.

SUIT \$15.00—"Eaton Brand," imported English worsteds, dark grey ground with faint colored thread stripe; best linings and trimmings.

SUIT \$18.00—"Eaton Brand," choice English worsted, dark olive ground

with red pin stripe and faint colored overcheck; fashionable three button, single-breasted sacque shape; raised seams and centre back vent; best quality linings.

SUIT \$20.00—"Eaton Brand," three-buttoned, single-breasted sacque shape; material is very fine English worsted, dark ground with blue thread stripe and Herringbone Celtic weave; body lining of black silk.

BLACK SUIT \$18.00—"Eaton Brand," imported English vicuna cloth; three-buttoned, single-breasted sacque style.

BLACK SUIT \$20.00—"Eaton Brand," fine imported West of England vicuna cloth, soft finish, will not get glossy; coat single-breasted sacque shape, three-buttoned; best of interlinings and Italian cloth body linings.

A Phenomenal Boot Event for Saturday



2.00 Don't Miss These Two Big Opportunities Economies That Will Interest All

Pair THEY'RE certainly profitable enough to bring every man or woman who is looking for great savings to the store to-morrow morning at 8 o'clock sharp. Regardless actual values to make a record day Saturday in the Shoe Department, we are clearing them out at \$2.00 per pair.

HUNDREDS AND HUNDREDS OF PAIRS, BUT COME EARLY FOR BEST SELECTION



2.00 Pair

The Saving Is Great

Saturday is going to be the day that will bring to the women of Toronto hundreds of pairs of Dependable boots and at a price that the saving will be fully over one-third of their actual value. These are not odd lines but fresh, bright new boots, in all the most approved styles and the finest workmanship. Boots that not only wear well but look well.

The Women's Boots are made of special quality real kid, in either Blucher or lace style, every pair Goodyear welted. Will get satisfaction in every pair. All sizes, price for quick selling **2.00**

See the Armstrong Boot for Women

All those new and dainty styles of the Armstrong Boot for Women make their home at Eaton's. Ask to see them.

Fit Your Boots With Rubbers

Women's New Rubbers. Perfect fitting in every respect. Ask to be fitted with a pair of our 50c line.

The Justly Celebrated Eatonia

They are a great saving too. Finer Boots than the "Eatonia" cannot be produced at the price. The proof of this statement is being shown by the increased demand for this justly celebrated boot. Their splendid qualities fulfil the critical requirements of the most exacting men and women. This high degree of excellency in boots is the result of years of most careful endeavor to produce the best boot at the most popular price. **3.00**

The success of this Boot is due to its quality, its fit, its appearance on the foot, in reality it's a high grade boot at a low price, made possible by our ability to buy in such large quantities and paying spot cash. The manufacturers have been able to give us in the "Eatonia" a boot that is popular throughout Canada.

The winter weight Eatonia boot for men and women is made of box calf, medium weight, in Blucher style, with thick Goodyear welted soles. No rubbers required with this boot. This is a wonderful boot at a wonderful price. **3.00**

Our winter weight Eatonia for men and women made of finely selected kid, with double soles, which are Goodyear welted. These may be had in either lace or Blucher style, all sizes always in stock. This is a truly remarkable boot at the price **3.00**

Men, Save on These

A Tremendous Business should follow this announcement, for these are not \$2.00 boots, but boots that sell regularly for a much higher price and must be seen to be appreciated. These boots are not second but first, qualities and are dependable in every respect.

This Man's Boot is a high grade, Winter weight, in either Blucher or lace style. You may choose either a fine box calf or vicu leather. All are Goodyear welted. Truly a phenomenal value, **2.00** sizes 6 to 11, Saturday, pair

The Great Excelsior Boot for Men

This boot may be had in all styles for either men or women. The Excelsior is one of the most popular boots of the day **3.50**

Attend to Your Rubber Needs

Get a pair of this season's new rubbers. Be prepared for all of the wet and damp mornings that are to come. Ask to see our 75c rubber for men.

THE **T. EATON CO.** LIMITED