

HAUT AND JEFF IN THE TRENCHES" A cloth bound illustrated book by Bud Fisher. Price 50c.

EATON'S DAILY STORE NEWS

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

Now for a Record Day Saturday in Men's Winter Overcoats

Saturday's Display Particularly Features the Thick, Warm, Heavy Chesterfield and Ulster Overcoats in a Variety of Fashionable Styles for Both Men and Youths



THE APPEARANCE OF SNOW makes men more interested in heavier and warmer overcoats.

A quick, easy and satisfactory selection is possible at Eaton's, Saturday, for we have prepared an unusually big stock of winter overcoats, particularly Chesterfields and ulsters, and have arranged for extra sales clerks, cashiers, etc.

Really Comfortable Winter Overcoats Are Ulsters

ULSTERS are favored for the real cold, stormy weather, because they are so big, long, thick and cosy, and because they have a high storm collar that can be turned up in rough weather.

One model in the display should be particularly interesting because of its extremely low price. It is a double-breasted coat, about 50 inches long, and has half belt at back; deep collar and convertible lapels. Made of tweed, in grey or brown, with warm body linings. Sizes 34 to 44. Very low priced at 11.00

The illustration on the right depicts a smart Ulsterette model—this is a style that young men will fancy. It is a handsome style, rather close-fitting and slightly shorter than the ordinary ulster, being but 46 inches long. Has half-belt at back, 4 1/2-inch collar, and large convertible lapels. It's double-breasted, and has large warmly lined flap pockets. The materials in such a coat as this are thick, soft and warm, and in medium shades of grey. All are heavily lined with twill serge. Sizes 33 to 38. Price 15.00

The "Manitoba" is a heavy, double-breasted Ulster, with a large storm collar, half-belt at back, convertible lapels and wind strap on sleeves. In Oxford grey frieze or grey checked pattern; lined throughout. Sizes 35 to 44. Price 18.00

Made of thick, soft coating materials, with a cheviot finish, are Men's Ulsters, in heather mixtures or dark greys. They are 50 inches in length, and are double-breasted and have deep collar, convertible lapels and half-belt at back. The skirt is full flaring, giving ample room for walking. Sizes 35 to 46. Price 22.50

We are showing a new assortment of those famous English-made Blanket Cloth Ulsters that are noted for their warmth, beautiful style and long service. They're coats that will wear for years, and are tailored in smart, conservative styles that well-groomed men prefer. The materials are thick and warm and as soft as a blanket. In mid-grey, dark grey and dark fawn self shades. They are double-breasted and from 50 to 52 inches in length; fit snugly at waist, and have half-belt at back and inverted pleat from waistline to bottom. Lapels are heavy and convertible; collar deep, with tab for buttoning close up to neck. All have pockets with top flaps, and silk linings through sleeves and shoulders. Prices, \$40.00 and \$42.00.

A Rare Saving Saturday in Men's Melton Cloth Chesterfields at \$12.75

WE ORDERED a number of winter weight Chesterfield Overcoats to be tailored specially for us in black. The manufacturer cut the goods from a dark navy blue Melton by mistake, and rather than lose by the error, allowed us a remarkably big discount to take the order of about 80 coats in blue.

You will appreciate your forethought during the coming winter by getting one of these coats Saturday, for they are splendidly tailored, warm, rich, extra durable, good fitters around the shoulders and collar, lined through body with twilled serge and through the sleeves with black mohair. Fly front, single-breasted; have velvet collar, plain seams or double-sewn raw edges, and the length reaches just below the knees. Similar to illustration to the left, above. Sizes 35 to 44. Extra special value Saturday. Each 12.75

Very handsome for the conservative man of mature years are Melton cloth Chesterfields, made of Cambridge greys, black and dark greys. They are single-breasted, and are in a length that comes below knees. Have self or velvet collar, and some are made up showing the raw edge of material; seams lapped and double-stitched or plain. Shoulders are well built, and lapels smartly shaped. Splendid value, Saturday 16.50 —Main Floor, Queen St.

Some Typical Eaton Values Saturday in Boys' Suits and Overcoats

The season of necessity is here and one of the first winter essentials for the boy is a warm, comfortable overcoat.

We're completely ready for a big day Saturday, not only in Boys' Overcoats, but in Suits, also, and are prepared to offer such splendid values as the following:

Come Saturday and come in the morning if possible.



Boys' Cosy Winter Overcoats That Combine Style, Service and Warmth

SMALL BOYS' slip-on overcoats made of heavy fancy mixed tweeds and navy blue chinchilla cloths. In double breasted style with velvet collar, full swagger back, split sleeve, fancy cuff effect, slash pockets and fancy check or grey flannel linings. Sizes 3 to 9 years. Excellent value 6.50

BOYS' SLIP-ON OVERCOATS in brown and grey brook- en check tweed effects and plain blue, grey or navy chinchilla cloths. In double breasted style with convertible lapels, full hanging back, fancy cuffs, slash or patch pockets and warm twill serge linings. Sizes 29 to 34. Prices \$8.50, \$10.50 and \$12.50.

IN THOSE Ideal Winter Overcoats, Ulsters, we show an unusually large assortment, including shawl collar style, made of warm overcoating materials, in mixed greys or browns; also in plain shades of grey or brown. They are double-breasted and warmly lined throughout. Sizes 29 to 34. Prices, \$8.50, \$10.00, \$12.50 and 13.50

BOYS' WINTER REEFERS, made of navy blue Whitney cloth, in double-breasted style, with black velvet collar, loose-fitting back and side vents. Have emblem on sleeve and warm red flannel linings. Sizes 3 to 10 years. Price 9.00

BOYS' NAVY BLUE CHINCHILLA SLIP-ON OVERCOATS, in double-breasted style, with black velvet collar, full-fitting back, split sleeves, fancy cuffs, two patch pockets and shepherd plaid check linings. Sizes 3 to 9 years. Price 10.00

SMALL BOYS' WINTER ULSTERS, made of strong, heavy overcoating materials, in grey diagonal weaves. They're double-breasted and have convertible lapels, belted back, wind straps on sleeves and warm body lining. Sizes 24 to 28. Price 6.00

BOYS' ULSTERS, made of chinchillas or warm mixed tweeds of blue, grey or brown. Have shawl or convertible collar, belted or plain backs. Wind straps on sleeves, or fancy cuffs and warm linings. Sizes 24 to 28. Prices, \$7.50, \$8.50, to \$11.50.

Five Dollars is the Price of "Our Leader" Suit For Boys

THIS IS a notable line of suits that generally appeals to the boys' fancy, for they are striking in style and pattern and are carefully tailored of strong, serviceable materials, a factor that mother considers important. In soft finished tweeds of grey or brown, showing stripes, pick and pick or small broken check effects. The popular Norfolk style is strongly represented, the smartest models featuring the pinch back effects as well as three-piece belts and fancy patch pockets. Full fitting bloomers with belt loops and expanding knee band. All are strongly lined throughout and exceptionally good value. Sizes 29 to 34. Price 5.00

A Big Selection of Boys' Suits at \$4.50

Included at this price are some very stylish Suits for small boys. They are fancy Norfolk styles, some with yoke, knife pleats at back and front, and sewn-on belt. Others have fancy Norfolk back, with 3-piece belt sewn on at back only. All have patch pockets and are strongly lined throughout; bloomer pants. Sizes 24 to 28. Price 4.50

Reduced! Thick, Warm Russian Overcoats for Small Boys, Saturday \$2.45--illustrated above.

WE PURCHASED these Coats in the first instance at a reduced price, and have marked them down to a close margin on cost to clear them, so as to make room for other lines. They should barely last the first hour on Saturday morning, for there must be many mothers on the look-out for such a saving at this season. Well made of thick, warm, soft-finished materials, in a dark brown-grey; double-breasted, fit close at neck, have military collar of the coat material, one-piece belt at back, and lining throughout of green-grey check material. Sizes for ages 3 to 8 years; length that just covers the knees. Specially reduced for Saturday, each . . . 2.45 —Main Floor, Queen St.



THE T. EATON CO. LIMITED