

Store Opens Daily at 8 a.m.

EATON'S DAILY STORE NEWS

Store Closes Saturday at 5 p.m.

Women's Outerwear for Cool Weather



\$52.00
and finished with self fold and silk braid to match coat; a neat, stylish suit and only a few of them at each **15.00**
SECOND FLOOR—JAMES STREET

Fur-Lined Coats—Full seven-eighths length, light weight, imported broadcloth shell, in black, blue, brown and green; one style is lined all through with grey and white squirrel and has shawl collar of natural mink. Another is lined with muskrat and has large storm collar and revers of full fur lined natural sable; all sizes; prices \$50.00 and **52.00**
Fall and Winter Coats—Dark heather mixtures of beaver-cloths, chevots and vicunas; fitted and semi-fitted, three-quarter and seven-eighths lengths, in tourist, box and ripple back styles; some are plainly tailored, others smartly trimmed with military and soutache braiding; specially priced at \$5.00, \$6.50, \$8.50 and **10.00**
New Fall Suits—An exact copy of a favored New York model; made of all-wool imported panama, in black, green, brown and blue; three-quarter length, semi-fitted coat, prettily trimmed with silk braid; skirt pleated

To-Day the Store Closes at 5 p.m

For the past three months—June, July and August—the months of all months in the year when people can, and do, enjoy to the fullest the fresh air and all the beauties of the city and its surrounding pleasant places—this store has closed each Saturday at 1 p.m. Thus over seven thousand of our helpers were benefited, and our thanks, and theirs, are due to you, and all others, who by Saturday forenoon shopping made such a humane course possible.

Now that Fall is here with all its business, we are back to the usual hours—8 a.m. till 5 p.m. every business day.

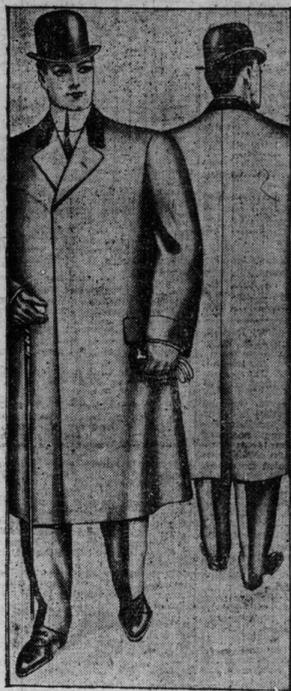
TO-DAY all the ready-to-wear sections of the store unite in one common object—the clothing of all, the best way, and that means so much that paper talk won't answer—the call to you is **COME AND SEE**.

ON MONDAY the particular subject will be home furnishings, and we'll be in splendid position to satisfy all requirements, from the cooking utensils in the basement to the floor and wall coverings, the window dressing on the third floor and the furniture on the fourth.

VISITORS should make it a point to go through the store from the bottom to the top and use their eyes and ears—no need to buy, but we'd like you to see just what your store is doing in the way of best merchandising, which includes out-of-the-ordinary selection and value.

COME ON MONDAY AND READ THE PRICE TICKETS.

Men's New Fall Overcoats



This is summing up in a few words all the advantages you are to gain by buying Eaton's Overcoats:

- Best material obtainable.
- Best workmanship possible.
- Newest styles in each garment.
- Strongest value in each price.
- Sure fit and satisfaction.

WHAT MORE COULD WE SAY?
WHAT MORE DO YOU WANT?

Here is a suggestive list of new Fall Overcoats which we would like you to look into—then see the goods:

- Heavy Black Overcoats**—English beaver-cloth, 44-inch Chesterfield style, velvet collars, Italian cloth linings **6.00**
- Heavy Overcoats**—Black melton cloth, full length Chesterfield style, vent in back, Italian linings, mohair sleeve linings, sizes 34 to 44, each **8.00**
- Fine Black Melton Cloth Overcoat**—46 inches long, deep vent at back, velvet collar, twilled mohair linings, glassade sleeve linings, broad lapels, perfect fitting; sizes 34 to 44 **12.50**
- Heavy Overcoats**—Of black melton cloth or Oxford grey cheviot, hand stitched, bluff edged lapels, hand filled collars and nicely shaped lapels, velvet collars, choice linings; special **11.97**

College Ulsters—Big assortment of new styles, single and double-breasted and button close to neck, Prussian collars, browns and greys, in fancy striped and overlaid effects, in all-wool chevots, good linings; prices \$10.95, \$12.50, \$13.50 and **15.00**

Overcoats—Of Isaac Carr's celebrated melton cloths, 46 inches long, bluff edged lapels and collars hand filled, hand worked button holes, velvet collars, fine twilled beatrice linings, with satin sleeve linings; prices \$18.00 and **22.00**
MAIN FLOOR—QUEEN STREET

These Fall Suits for Boys

All extra good value, because all made the best way, of strong, durable materials and each price a low one for the quality you get.
Boys' Two-Piece Norfolk and Three-Piece Suits—Dark grey mixed tweeds, in Fall weights; strong Italian linings; knee pants, sizes 30 to 34, suit **2.85**
Three-Piece Suits—Dark mixed English tweeds, double-breasted, good linings; knee pants; sizes 28 to 33, suit **3.87**
Three-Piece Suits—Of all wool English tweeds, seasonable weights and colorings; double-breasted, good trimmings; prices \$4.50 and **5.00**
Reefers—Fall weight, neat tweeds, double-breasted, Italian linings, velvet collars, emblem on sleeve; sizes 21 to 27; prices \$4.00, \$4.50 and **5.00**

MAIN FLOOR—QUEEN STREET

Men's Cambric Shirts at Half Price and Several Other Savings

Heavy English Oxford and Fancy Cambric Shirts—Broken sizes, from 12 to 17 1-2, half price and less, each **.25**
Night Robes—Fine medium weight flannelette, collar attached, yoke, pocket and pearl buttons, fell-seams, pink and blue stripes, sizes 14 to 19, each **.37**
MAIN FLOOR—QUEEN STREET

Suspenders—Elastic, have leather stayed backs, mohair ends, slide buckles, non-elastic cast-off, round elastic cord ends, navy blue and light polka dots; half price, pair **.12 1/2**
Wash Ties—Four-in-hands, finished with French seam, medium width, spots and fancy patterns, fast colors; 3 for 25c, or, each **.9**

Men's Suits All Under Half-Price An Opportunity for Monday Buyers

Three-buttoned single-breasted Sack Suit, made of dark Saxony-finished tweeds in greys and browns. Neat striped designs; a few light-colored worsteds in the lot. Good linings and well made. When you get your eye on them you'll feel like buying two or three. Sizes 36 to 44 **5.50**
MAIN FLOOR—QUEEN STREET

THE T. EATON CO. LIMITED

Ostrich Plumes Lead the New Hat Fashions

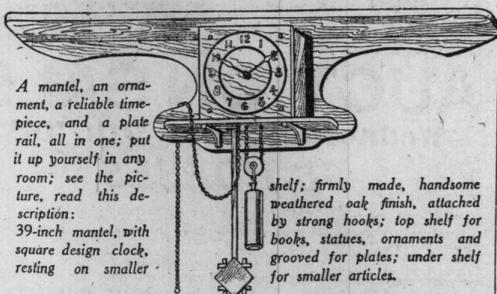
There is no gainsaying the Ostrich Plumes for the dress hats of this Fall and Winter. Paris and London are using them more than ever—not only the plain colors, but plumes that shade from deep tones into light, ostrich bandeaux, "Weeping Willow" ostrich feathers, small "Prince of Wales" feathers with a delicate aigrette or osprey centre, and dozens of other beautiful ostrich combinations.



We have a truly enormous variety of sweeping Ostrich Plumes and Ostrich Feather Millinery Adornments, bought direct by our own buyers. The display on view in the Yonge Street windows but HINTS of the variety.

Here are three VERY special values in plumes we recommend you to see Monday. Quantities very limited, running from three to five dozen of each kind.
Special No. 1—We have five dozen ostrich feathers in black only, bright glossy fibre, 14 1/2 inches in length. While they last the price **1.50**
Special No. 2—Ostrich plumes in Duchess style, long, wide flues, excellent quality fibre, well made and curled, 18 inches in length; in white, cream, taupe, brown, pink, cerise, sky and saxe. While they last, each **2.75**
Special No. 3—A handsome black plume, 19 inches in length. The fibre is a bright, glossy black, long wide flues, the whole beautifully curled and made; only 36 of them left. Special price **3.50**
—Second Floor—Yonge Street.

This Clock Mantel is 3.95



A mantel, an ornament, a reliable time-piece, and a plate rail, all in one; put it up yourself in any room; see the picture, read this description:

39-inch mantel, with square design clock, resting on smaller

shelf; firmly made, handsome weathered oak finish, attached by strong hooks; top shelf for books, statues, ornaments and grooved for plates; under shelf for smaller articles.

Clock—Has one-day weight movement, long brass chain and weight, pull down weight and clock is wound, oak pendulum, exposed dial, with raised brass numbers and hands; we'll guarantee it a good timekeeper; price complete **3.95**
MAIN FLOOR—YONGE STREET

Children's Dresses



New Fall Style—Of cashmere serge, in navy, brown, garnet and black; long waist effect, Gibson pleat over shoulder; finished prettily with velvet, mohair braid and buttons; very full pleated skirt; a perfect fitting dress; sizes for 6 years, **3.00**; 8 years, **3.25**; 10 years, **3.50**; 12 years, **3.75**; 13 years, **4.00**, and 14 years **4.25**

White Lawn Dresses—Mother Hubbard style, square yoke trimmed with embroidery and tucking, neck finished with braid and lace; sizes for 6 months to 3 years, each **.39**
SECOND FLOOR—ALBERT STREET

Women's Waists and Petticoats

Some new goods and others at much reduced prices:

Waists—Of fine wool panama, silk embroidered front in fancy designs, back and front finished with tucking; long sleeves with tucked cuffs; fastened in back; in black, navy or cream, each **1.50**
All-over Lace Waists—White only; Japanese silk lining; three-quarter sleeves, cuffs and attached collar of insertion and lace; buttoned back; sizes 32 to 42, less than half price, each **1.59**
Clearance of White Lawn Waists—Several styles; one has all-over embroidery front, another rows of embroidery and valenciennes insertion down front; others have yoke of valenciennes insertion and Gibson pleat over shoulders; three-quarter sleeves, cuffs and attached collar trimmed with lace and insertion; fastened in back; sizes 34 to 42; clearing at, each **.97**
Sateen Petticoats—Heavy lustrous black, two-piece flounce, finished with three gathered frills, strapping and underpiece; lengths 38, 40 and 42 inches; **HALF PRICE**, each **.50**
SECOND FLOOR—CENTRE



Bordered Shadow Suitings

This fabric is practical, handsome, and combines in its weave two of the leading styles of the season.

It is woven in quarter-inch shadow stripes, finishing with a twelve-inch deep border of seventeen rows of shadow "bands" graduating from a narrow one at the top to one more than an inch at the bottom, so that when tailored the skirt interprets the newest of styles in a more handsome and exclusive manner than can be had by the usual silk or satin strapping.

This new suiting is 48 inches wide, all pure wool with a firm, wiry worsted yarn, finished with a surface that is as lasting as it is beautiful with its softly glowing shadows and border.

Every woman ambitious for exclusiveness at a moderate outlay should see these Monday. We show them in myrtle, Burgundy, mahogany, Copenhagen, navy and peacock. Price, per yard **1.25**

The whole section of Dress Goods is resplendent with new Broadcloths, Venetians, Panamas, Chevots, Serges, etc., in plain effects and chevrons, broadwale diagonals, smooth and rough-surfaced, and all the season's designs and colors. It's a splendid gathering of fabrics of taste and fashion, offering a broad variety at prices always at the saving point.

Fine Black Silks Greatly Price-Lowered—Black Silks, Gros Grain Taffeta, Messaline and Chiffon-finished Taffeta, Paillette de Soie, Armure, Satin de Chene, Louise, Peau de Soie, and Satin Merveillex, staple and guaranteed qualities. Every yard reduced to **.67**
Main Floor—Yonge Street.

A 17 Jewel, Gold Watch For 13.00



If you know anything of watch movements you'll appreciate this remarkable value: 17 jewel movement for \$13.00.

Made especially for us and we guarantee them absolutely for two years, and the open face 10k gold filled case for twenty years; perfect time-keepers, handsome appearance; men's size, nickel movement, Brequet hair-spring, exposed winding wheel, double sunk dial, Roman and Arabic numerals, 24-hour system, price **13.00**
MAIN FLOOR—YONGE STREET