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this page "City Ad."

EATON'S DAILY STORE NEWS

If you're in a hurry take
the New Queen Street
Elevators.

An Unprecedented Ribbon Price

5 and 6-inch Military Ribbon, per yard, 12½¢—It's of pure silk, and at this price should bring many early buyers Thursday. Ribbons for millinery bows, dress sashes, hair bows, etc. In an excellent range of colors, including black and white; widths 5 to 6 inches. Half usual price Thursday, per yard 12½¢

The Popularity of Black Ribbons—Black ribbons, and especially black satin ribbons for hat bows, rosettes as well as girdles, sashes, trimmings, etc., for dress wear, are unquestionably the most favored. Our "Duchess" satin, in black is among the best ribbons of its kind procurable, coming as it does from famous mills in Switzerland, where it is woven from pure Egyptian silk. We have all the standard widths for every purpose.

¾-in. 1-in. 1½-in. 2-in. 3-in. 4¼-in. 5-in. 6-in. 7-in.
¾ 5 7 10 12½ 18 25 30 35 45
—Main Floor—Yonge Street.

Women's Furs of Black Russian Ponyskin

Ponyskin is fashionable, durable and very pleasing of appearance. And it is not expensive, as fine furs go. These are three values representative of our very extensive showing of Black Russian Ponyskins:

Fancy Neckpieces at 2.50, butterfly style, with small head and strap of pony for fastening; black satin lining; diamond-finished ends. Price . . . 2.50
Large Fancy Rug-Shaped Muff, very new and handsome; beautifully lined and equipped with wrist cord. Price 9.95
Black Russian Ponyskin Coats, 48 and 50 inches long; fancy and plain lining; notched or shawl collar; semi-fitting back; some of the coats can be worn with straight front or lapels. They are each greatly reduced to 62.50

A Few Other Splendid Values for Women

Mink Marmot Empire Muffs, beautifully marked; nice mink shade; brown satin lining; wrist cord. Price 6.00
Grey Lamb Storm Collars, long fronts and good large roll collar, with 2 long tabs on front. Considerably reduced to 5.50
Large Persian Lamb Empire Muffs, tailored from first-grade skins; large block; black satin lining; down bed; wrist cord. Specially priced at 13.25
—Second Floor—Albert Street.

Specially Good Value in Women's Coats at \$7.50

Here's a good example of what rare good values are possible in this section—a well-made, stylish-looking coat, cut in the most popular style of the season and made of the most-asked-for fabrics, at 7.50, is a value that is most unusual, and one that should sufficiently interest many women. Six distinct styles to choose from; all full length; some finished in plain tailored effect, others have the straight military collar—the much wanted college ulster included. Splendid range of fabrics, diagonal coating cheviot, nobby tweed mixtures, wide wale coating and kerseys in the season's best shades, king's blue, navy, green, wood brown, grey, taupe and black. All sizes in the lot. One price 7.50

Women's High-Class Walking Skirts for \$4.98

Only a limited quantity, in a fine new imported material, called "pearl weave." It is the correct weight for a fall and winter skirt. The style is an exact copy of a late imported model; gored with circular fold, and pleats at side. Splendid range of colors, navy, electric, rose, green, black. Exceptional value 4.98

Women's Rep Dresses, \$2.50

A limited number of women's dresses, in best quality of English reps; in a very small princess design; waist has box-pleat in front and wide tucks at side. Skirt is plain-gored design, with deep hem at bottom. Colors tan, blue and all white. Price 2.50
—Second Floor—James Street.

Hosiery Worth a Special Visit

There are extra good qualities displayed in this section for Thursday. New patterns and more fall weights have added largely to the range of selection.

Women's Fancy Embroidered Hose—Fashioned hose with double sole, heel and toe, in a large range of up-to-date designs; are tempting enough in themselves without the low price attraction. Pair, 35¢ 3 for 1.00

Women's High-Class Embroidered Cashmere Hose—Fashioned; have double sole, heel and toe. There's a choice range of hand-embroidered floral and conventional designs in rose, amethyst, beaver, green, saxe and resede. Per pair .50

Men's Fine Cashmere Hose, made from fine cashmere yarns, are seamless finish, with double sole, heel and toe, and ribbed cuffs; sizes 10 to 11. A good weight for fall wear. Special price, per pair19

Children's 2-1 Ribbed Cashmere Hose—Seamless, with double sole, heel and toe; have reinforced knees; sizes 6 to 8½. Per pair25
—Main Floor—Yonge Street.

Embroidery Edgings and Insertions, Per Yard 5c

Fine Swiss, Cambric and Nainsook Edgings and Insertions are clearing at a fraction of regular value. The edgings range in width from 3 to 5 inches, while the insertions are from 1 to 2½ inches wide. A hint for those who are preparing for their fall sewing. Special value, yard 5

Men's Handkerchiefs

18 inches square; finished with assorted hemstitched borders; pure white and fully laundered. Special price 4 for .25

Women's Handkerchiefs, 13 inches square; made of a pure Irish linen, with assorted hemstitched hems; are exceptionally fine quality. Lay in a supply and you will make a substantial saving. 6 for .25

Display of Fancy Neckwear

Women's Fancy Neckwear, including collars, in round and military styles, of chiffon, net and silk with Persian, gold and silk trimming, or with jabot attached; are of fine pleated net. They come in a large range of colors. Prices range from .75 to 2.50
—Main Floor—Yonge Street.

Pictures for Odd Wall Spaces

There are always dozens of places in a new home where a judiciously chosen picture will make an immense improvement. For such spaces in any home the following low-priced items offer buying suggestions:

Productions in sepia of famous pictures, by men of the Gainsboro grade, include every type of subject; framed in 1½-inch brown frame. Each .65

Christ in the Temple, by Hoffman; Madonna, by Bodenhausen; Christ in Gethsemane, by Hoffman, are among them; many landscapes, etc. Each .65

Postcard Frames—These are made of ¾-inch and 1-inch solid oak, with an early English finish; fitted with glass and back complete. Each19

White Enamel Mirrors—Excellent kitchen mirrors; in 3 sizes. Each .19, .35 and39
—Third Floor.

Women's Cosy Dressing Sacques and Gowns



So many new ideas in cut and material, so much real service for so small an outlay that you should consider purchasing from the very good garments offered for Thursday's selling. Your taste will be sure to be pleased by one or another of the dozens of varieties in the section.

Flannelette Dressing Sacques—With turn-down collar and close-fitting necks; backs nicely shirred to fit in at waist line, and three-quarter sleeve. There is a variety of colors; sizes 34 to 44 inches. Each59

Women's Velour Flannelette Dressing Sacques—Made with wide sailor collars and turnback cuffs; trimmed with satin folds to match, and finished with belt of self; colors are navy, grey and sky; sizes 34 to 42 inches. Each 1.00

Women's Padded Silk Sacques—Made from a fine quality of silk, the pocket and cuffs being finished with fancy stitching. The fronts are ornamented with cord fastenings. Navy, cardinal, copenhagen and rose are the colors. Some have contrasting linings 2.95
Others decorated with hand embroidery. Each 4.00 and 5.00

Women's Flannelette Gowns—Serviceable and comfortable gowns; with square necks; three-quarter sleeve, and edges finished with Paisley bands, include some very pretty greys in Paisley patterns. They're finished with cord girdle. Sizes 34 to 44 inches. Each . . . 1.50

Women's Velour Dressing Gowns, in floral designs, have roll collar, kimono sleeves, pocket and cord girdle. One of our most popular lines. The colors are red, green, blue and mauve; sizes 34 to 44 inches. Each 3.50

Women's Flannelette Waists—In polka dots and figured designs; are made in tailored effect, and have wide pleats over the shoulders and ruching down fronts. Full sleeve and buttoned cuff; all in assorted colors. Others in black and white check; have pointed fronts, finished with satin-covered buttons; sizes 34 to 42. Each50
—Second Floor—Centre.

Comfortable Nightwear for Women

These gowns are well cut and carefully made, and are well worth the small prices we have set on them, prices not far over what the material alone would cost you ordinarily.

Women's Gowns—Made of fine quality flannelette; in plain white or pink; are Mother Hubbard style, with yokes of fine tucks; necks and fronts finished with lace edges, sleeves with frill of material, and lengths of 56, 58 and 60 inches. Thursday, each75

Women's Skirts—Made of fine quality flannelette; in plain white or pink; have neck and arms finished with frills of fine quality flannelette embroidery.

Women's Skirts—Made of fine quality flannelette; in plain white or pink or in fancy stripes of pink or blue and white; are finished with frills of material, with scalloped edges; all sizes.

Prices: Striped50
Made of plain shades75

Women's Corset Covers—Made of fine quality flannelette; in plain white or pink; have neck and arms finished with frills of fine quality flannelette embroidery; they are tight-fitting; in sizes 32 to 42 inches. Thursday, each .35

Women's Drawers—Made of fine quality flannelette; in plain white or pink and in fancy stripes of pink and white or blue and white; are finished with elastic at the knees; both styles; sizes 30, 32 and 34 inches.

Prices: Striped25
Plain shades35

French-Made Underwear for Women

Hand embroidery and the little touch that characterizes French lingerie productions combine to make this most attractive display a positive joy to every woman. Visit the section.

Chemise—Made of finest nainsook; front fine hand-embroidered with ribbon draw; all sizes. Price, each 1.00

Chemise—Made of finest nainsook; front fine hand-embroidered, with ribbon draw; also neck and arms finished with scalloped edge. Price, each 1.50

Combinations (corset cover and drawers)—Made of finest nainsook; have extra fine hand-embroidered front; necks finished with ribbon draw and fine hand-embroidered scalloped edge; drawers finished with one row of embroidery beading, and frill of fine nainsook; hand-embroidered; all sizes. Price, each 5.00

Gowns, of fine nainsook; slip-over style; have fine hand-embroidered fronts; necks finished with ribbon draw and scalloped edge, and elbow sleeves hand-embroidered and scalloped edges; all sizes. Price 2.25

Gowns—Made of finest nainsook; slip-over style; have round yokes of finest hand-embroidered nainsook; also rows of fine embroidery beading; necks finished with ribbon draw and scalloped edge; sleeves with one row of embroidery beading and frill with scalloped edge; all sizes. Price 3.00

Gown made of extra fine nainsook; slip-over style; round yoke of finest hand-embroidered nainsook; neck finished with ribbon draw; sleeves with one row of fine embroidery beading, also frill of finest hand-embroidered nainsook; all sizes. Price 5.00
—Second Floor—Centre.

Electric Table Lamps

Most convenient form for reading or evening work. Great range of designs; each lamp complete with dome, shade, bulb and necessary connecting cord. Prices range from 3.50 to 93.00

Auer Gas Lights

Complete with burner, opal shade and genuine Welsbach Mantle. . .38

Gas Globes

100 four-inch Frosted Globes, with neat, clear pattern; prettily crimped edges. Half price25

96 Piece English Dinner Sets \$9.65

Made of high-grade semi-porcelain; beautifully finished with hard crystal glaze. Plain but effectively decorated, with a green band running around the edge, and finely traced with rich gold. Handles are gold-traced. Deep dishes handsomely modelled. Strong and durable ware. Regularly sold for nearly half as much again; 35 sets. Each 9.65

Fine Japanese China Plates

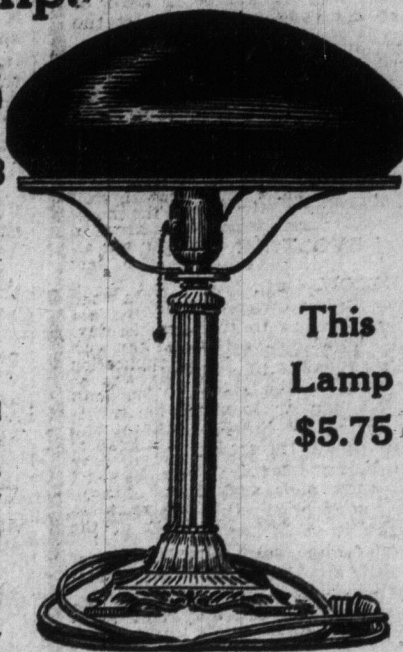
Rich oriental patterns, in blue and red. Designs are conventional. Edges scalloped. Suitable for walls or rails. Reduced to clear, each14
—Basement.

Damascus Ware

An oddly attractive Holland Ware, with all the quaintness of Egyptian art. The oriental designing of the decorations is in keeping with the modelling. The pieces are fern pots, jardinières, candle-sticks, vases, teapots, sugar and cream sets, etc. Prices range from .15 to 7.00

Suit Cases, 95c

Hundreds of people leave the city Saturday nights to visit their homes, returning Monday morning. For these week-end trips an inexpensive Suit Case is splendidly adapted. These cases are dark-brown canvas covered, made on strong steel frames; brass lock and side clasps; inside straps and leather-capped corners. Very special value; 22-inch, 24-inch, 26-inch95
—Basement.



This
Lamp
\$5.75

Fashionable Gloves for Winter

Suede as a glove material is growing in favor, and this year's product is unusually interesting, showing assorted greys. We offer a line of silk-lined suede gloves; fastened with two domes; their seams oversewn and their backs ornamented with Paris points; sizes are 5¾ to 7; at a special price. Per pair75

Women's Fall-Weight Capeskin Gloves, with 1 clasp; outside seams; gusset fingers, Bolton thumb and spear pointed backs; in tan only; are good glove for walking; heavy enough to give protection from the frosty air. Per pair 1.00
—Main Floor—Yonge Street.

Try Colored Curtains This Fall

The figured satens, grenadines and many other good materials are shown, that give very dainty effects for window curtaining; either with or without lace and net as an accompaniment. For the doors of cupboards, bookcases, transoms, etc., there are goods are indispensable.

A Special Value in Sateen

English Silk-Finished Art Sateen, 30 inches wide; shows a range of new floral and medallion patterns in good colors. This grade is suited to pillow making, curtaining, covering quilts, hanging as valances, etc. An excellent material at an extremely low price. Per yard15

Cloth for Curtains Only

Grenadine Sash Muslin, 30 inches wide; is finished with neat scalloped edge. It is used for sash and vestibule door curtains, toilet table covers, etc. About fifteen very dainty and pretty designs in medallion, floral, fancy stripes, block effects; give rich selection for window hangings. Per yard20

Tapestry Couch Covers, 50 and 60 inches wide; 2¾ yards long; have fringes on all sides. They are of reversible cloth, in Roman and Bagdad stripes and combinations of red, green, blue and gold. Seven patterns are offered. Each 1.50

Nottingham Lace Curtains, 52 inches wide; 3 and 3¼ yards long; in white only; show a good assortment of patterns; all made from good strong thread, evenly woven and finished with colbert edges. They are pretty for bedroom curtains. Per pair75

Curved Extension Rods, in brass or oxidized metal; extending from 25 to 40 inches and 33 to 58 inches. They are intended for the hanging of lace curtains or overdrapes. According to size, each, .25 and59
—Third Floor.

Men's Soft Hats for Fall

The soft hat is a good fall style. The soft hat with creased crown and a fairly wide and flat brim, with raw edges, is one of the leading fashions for present wear. At 1.50 and 2.00 we show this smart style in genuine English fur felt; black and brown, with narrow silk band and calf or Russia leather sweatband. They are two splendid values.

Women's and Children's Toques, 29c

A special price inducement. They are pure wool, in honeycomb stitch; plain and fancy colors.

A Fur-lined Coat Inducement for Men

We have specially priced a number of coats for early season selling at \$34.50, giving a very considerable saving. A shell of fine grade English beaver cloth; cut in loose, dressy, full box style and thoroughly tailored; is lined throughout with well-furred, strongly stitched muskrat skins, and has a high storm collar (shawl style) of otter. A coat of durability and good appearance. Price 34.50
—Main Floor—Queen Street.

Men's Underwear at 50c

An unshrinkable Scotch wool garment, containing a small percentage of cotton. Shetland shade. Plain weave, with closely ribbed cuffs and ankles. Double-breasted shirts, with sateen facings; sizes 34 to 40. Per garment (shirt or drawers)50

Rubber Collars, Shirts and Sweaters

Men's and Boys' Rubber Collars, 1½ and 2¼ inches deep; round corners; in the popular stand-up-turn-down shape; easily cleaned with a damp cloth, and give good satisfaction. Each12½

Men's Buttoned Sweater Coats—With two pockets; plain grey or navy blue, and same colors with contrasting trimmings down front. Extra value 1.25

Men's Grey Flannel Shirts—Made of a good quality dark worsted that both washes and wears well. Collar attached; all seams are double stitched; full roomy bodies; sizes 14 to 18. Price75
—Main Floor—Queen Street.



Wide Selection in Artistic Carpets Axminster and Wilton Weaves in Oriental and Period Designs

No need to feel hampered in the carrying out of any scheme of house furnishing by fear of restriction where floor covering is concerned. Our rug and carpet section, in its almost boundless range of design and color, covers every scheme of decorative treatment. In Wilton and Axminster carpets there are represented Turkish, Indian and Persian effects, French floral and English chintz patterns, and conventional designs of numerous sorts. Some of the odd and original colorings included are soft combinations of green, heliotrope and ivory, Persian pinks, blues and reds, and art tones of fawn and brown. Borders and stair carpets to match. Price, per yard, \$1.50.

Seamless Axminster Squares

Imported Seamless Axminster Squares—In beautiful soft tones of green, blue and rose, in Oriental and floral effects, and plain centers, with hand borders; a good, serviceable rug. 9x10.6, 29.00; 9x12 feet. 33.00

Heavy Inlaid Linoleum

A thick, heavy quality from one of the best English makers, the colors going through to the canvas, thus constituting a good, hard-wearing floor covering; in block, tile and parquetry effects; suitable for offices, halls, kitchens, pantries and bathrooms. Price, per square yard 1.10

Special for Thursday Shoppers

Brussels Carpet Reduced to \$1.15 Per Yard

Best standard Brussels; full 5-frame and full pitch, both domestic and English makes; splendid wearing floor covering and easy to keep clean; a color choice of Oriental blues and tans; Persian effects; self colors in green, French grey with floral spray, rose chintz and combination of blue and grey; borders to match. Special value, per yard 1.15
—Third Floor.

THE T. EATON CO. LIMITED