

recorc
g Coo,Limited
oronto. $\pm$ EATON'S DAILY STORE NEWS INE:-

Large Savings in Furs
The Fur Section is in splendid readiness to satisfy
Se any fur requirement of the coming season. Wertical invitation to misitors to view the large stocks before leaving for home, Large Persian Paw Rug. Muffs Reduced to $\$ 9.00$ - One of this season's
ds; three large scallops on bottom of muff. one small head and claws. and in facs; 1 oree large scallops on bottom of muff. one small head and claws, and in
centre antire muff Considerably price-reduced to shaped ends, black sating lined, full length 60 inches. Clearing at... 3.75 Persian Lamb Fancy Neckpieces-Fitted around neck and finished with
is tabs down front. black satin lining. Reduced to .............. 9.95 Large Rug Muffs-
lining. Much reduced to
 Black $R$ wisian Ponustin Cotis 32 incer lona-a most popular wall


## Beautiful Framed Etchings, \$2.50

Not often are we abe to ofer such good picture value as these fine etchings; the subjects, whie evening and pastoral scenes, wooded and wate ing. Even figures are effecpression in the soft steel are the subjects executed; tively introduced, so well, are mottled board with $1 / 4$-inch mounted on beaund interlining and handsomely framed in antique goldfinished frames, they are worthy a place in any home; size 19x29 inches. Each

2000 Unframed Pictures 1c Each
These are delightful little bits of art, in various sizes and subjects; wood
scenes, farm views, figures. landscapes and many others. Panels, squares, and oblongs; sizes from $41 / 2 \times 111 / 2$ to $71 / 2 \times 10$. Sutable for pass,
homemade calendars and many other uses. Wednesday, each. Metal Photo Frames
limited number, in 4 sizes, ovals and squares. Beautifully finished in
wire supporters on back. Each ...................... 35
Young Women's Suits Reduced to $\$ 9.45$
A plainly but smartly tailored. Coat, semi-fitted, and a very neatly



Beauty and Quality in Evening Hosiery Silk and Lisle Stockings of Exclusive Design

 black, white, tan, sky, pink, mauve, pale
Women's Sils-Finished Lisle Thread Hose, full fashi
of rose, pale yellow, amethyst, pink, sky, tan and white...

Women's Fur-lined Coats for $\$ 35.00$ and $\$ 50.00$
 Coats, at prices that represe
passed, divided into twalots
LOT NO. 1. Sor $\$ 50.00$; shell of fine quality all-wool Austrian

 shell of fine quality Austian tioadcloth, storm collar and revers
sable and muskrat lined thoughout with full-furred hamster;
myrtle, brown and black. of blended
lors navv, 35.00
Women's Pure Silk Dresses for $\$ 10.00$
Messaline, Plain and Changeable Taffetas.
The style was procured in a leading New York dress house, a semi-princess design, pointed yoke and collar fashionable skirt with deep fold 6 inches from bottom, giving the latest Parisian effect with the desired fulness; splendid range of colors, sky blue, electric, straw, ame... 10.0 Big Buying Opportunities in Women's Coats 500 Women's Stylish and Serviceo

All right up to the minute in design and fabrics, mostour own make, some from outside manufacturers, som imported models included.
The materials include nobby tweed mixtures, worsted mixtures, in diago


## Smart Effects in Women's Gloves

Women's Heavy Milanese
Women's Extra Choice French Kid Gloves, mace
seams. gusset fingers and Paris points; colors wisteria,
seams, gusset fingers. Price
royal and new gren
Women's AllW ool Cashm
black, tan, grey, brown and white.
> in Floor s..
ing Cards Now
To allow yourself the best choice, you should select your private greeting
Christmas cards at once. This will prevent disappointment that comes later Christuras cards at once. This will sprevent disappointment that comes later
vith lines sold out, etc. Our sample books are now on view, and afford an with lines sold out, etc. Our samp.e books are Canaian and English cards and
Imost unlimited chice to suit every taste in Cane
greetings. Prices range from the modest little card, at 75 c a dozen, to the

## Women's Stock Collars 5c

Dainty Collars, in colors of navy, green, red, white, c., finished with a neat bow in front; also the same col day, we offer them at, each

21-inch Chiffon Veilings, 25c Yard-New arrivals retty veiling that is finished with a neat satin border all colors are included in the lot.

Drawer Frilling-13/4 Yards For $25 c$ Fine Embridered Draver Frilling, all ready to put on, made up on
raight insertion with edging frilled on; dainty and effective palterns. Ordinarstraight insertion with edging frilled on; dainty and effective patterns. Orcinar-
ily priced at more than double this figure. ........13/4 yards for .25

Men's Irish Linen Handkerchiefs, 2 for 25c Every thread guaranteed pure Inish linen, and of very even texture; assort-
hemstitched hems; fully bleached.. .............. 2 for 25

## Our $\$ 1.50$ Derby For Men

This is a genuine Fur Felt Hat, with pure silk trimmings and carl leather swoatband. It is our own special importation, and a hat that will give very
gratifying service. One of the latest styles is a neat flat-set brim and full crown of medium height. It suits the young man admirably, and is a good

Men's Canadian Raccoon Coats, $\$ 39$
A splendialy tailored garment, in full loose style, and with deep storm furred; quilted Italian to cloth lining. A special buying inducement for holiday
fol. 39.00 Boy Scout Hats,

High-Grade Ribbons at Moderate Prices
Notable for richness of finish and durability of wear.







Blact and White Taffet Ribibon-In stipes. some gradiating foom nar-
row to wide; some widhh sroups of $1 / 4$ mech and contre and bor
line; 500 yards only, $51 / 4,51 / 2$ and 6 inchese wide Per yard

Hand-Embroidered Lingerie at Moderate Prices become a form of ornamentatiou more in demand than any other where lingerie is concerned, and dainty hand embroidery is the distinguishing feature of these then tion is drawn:
Women's Gowns, made of fine nainsook, fine
French hand-made and hand-embroidered, slipFrench hand-made and hand-embroidered, slip-
over style, fine hand-embroidered front, neck
ovined over finised with ribbon draw, sleeves finished with
fine hand-mbroidered scalloped edge; all sizes. fine han
Prica.
Women's Gowns, made of extra fine nain-
Women's Gowns, made of extra ine nain-
sook, slip-over style. fine hand-embroidered and
hand-made sook, sip-over style,
hand-made, neck finshed with ribbon draw,
elbows and sewes elbows and sleeves finished with fine hand-em-
broidered scalloped edge; all sizes. Price 2.25 Women's Corset Covers, made of fine nain-
sook, fine hand-embroidered front, neck finished sook, fine hand-embroidered

## Rare Values in Women's

Underwear Half Price
and Less This miscellaneous collection of nderwear offers values that mean early satisfaction.
tunity while visiting the Store: Women's Corset Covers, Govns, Skirts a Dravers, made of fine naimsook and cotton, are
finished with fine tucks, fine lace or embroidery
insertion and frils of fine lace or embroidery: finished with hine frils of fine lace or embroidery;
insertion and
they are slighty soiled from handling; all sizes
ind in the lot, but not in any one line. Wecnesday,
half price... ......... 13 to .50 Women's Vests or Drawers, limited quantity
only, of fine quality all-wool and merino (wool
and cotton mixture), in white or natural colors: only, of hine quality, il-w white or matural colors
and cotton mixture), in

Annuals For the Young Folks The Christmas stock now
and including all, the , and including all the issues.
"The Boys' Own" "The Girls' Own "Chums" ... "Chatterbo
50; cloth.
"Chatterb
"Chatterbox for 1910 75; cloth .......
"Rosebud Annual"

$$
\begin{aligned}
& \text { "Rosebud Anual", "Blackie' Children's } \\
& \text { "The Wonder Book" }
\end{aligned}
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"The Wonder Book"

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& \text { "The Sunday at Home } \\
& \text { "Play Box Annual" }
\end{aligned}
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Play Box Annual"

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& \text { olume of } \mathrm{Oz} \text { books } \\
& \text { "The Brownie Book" }
\end{aligned}
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Suit Cases for Holiday

## Visitors

 Reduced to $\$ 3.50$ for Wed nesday Shoppers Perhaps the case in which you carPerhaps the case in which you car-ried yourr luggage in coming to town
well worn. Perhaps you have done is well worn. Perhaps you have done more than you brought. In eith
event the intimation that a good Le
ther Suit Case will be

$$
\begin{aligned}
& \text { event the intimation that a good } \\
& \text { her Suit Case will be pecially } \\
& \text { duced for Wednesday shoppers }
\end{aligned}
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$$
\begin{aligned}
& \text { scarcely fail to prove of interest, } \\
& \text { The cases are of smooth leather } \\
& \text { made over a strong sted frame, } \\
& \text { with plated lock and side clasps, linen }
\end{aligned}
$$

$\qquad$
lined, with inside strap
$7 / 8$-inch outside
inches only

## An Item from the New Yonge St. Annex,

 of High-Grade Furnishings

Canvas Covered Trunks, Wednesday Each \$2.95



## MURRAY-KAY, Limited

(w, A. murray \& co., Limited)
17 to 31 KING STREET EAS
store Opens $8.30 \mathrm{a} . \mathrm{m}$.

| A Sensational Bargain <br> Tailor-made Skirts to Measure, $\$ 7.50$ <br> Commencing to-morrow, and continuing during November, we will make tailored skirts to measure for $\$ 7.50$ each, in either of six models shown in our Mantle Department. <br> The materials, which are also displayed, include fine quality serges, Panamas, worsteds, broadcloths and tweeds, in a wide range of shades and weaves. <br> This is an opportunity to purchase two Fall or Winter skirts at the price of one. Think of it!-skirts for which in the regular way you would pay $\$ 15.00$ or $\$ 18.00$, made to your measure from your own choice of materials and models for, each. . . .................. .. . $\$ 7.50$ |
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| Corsets and Corset Fitting |  |
| :---: | :---: |
| The importance to welldressed women of shapely and properly fitted corsets is fully recognized by this house. An ample assortmentied in stock, and an experienced fitter is constantly in attendance to suggest the corset most suited to the wearer's figure, and to attend to any alterations that may be found desirable. |  |
| Among the notable makes included in our stock, specia mention should be made of |  |
| TheMadameIrene, $\$ 5.00$ to $\$ 10.00$ <br> This we consider our finet back-lacing Corree. We can supply it in several models and a full range of sizes. | The Gossard, $\$ 7.00$ and $\$ 8.00$ Quite the best front lace Corset made is the Couard. or high bust, and with medium or long hips. |
| In the less expensive makes we carry a very complete range, which includes: |  |
| Thomson's Clovefiting Corset. especially adapted for tall, slender figures, $\$ 2.50$, $\$ 3.00, \$ 3.50$ and $\$ 4.00$. P. \& D. Correts. A complete | C. B. A La Spirite Corset In this well-known make we carry about twenty different models, so that we can fit all figuret, $\$ 1.25$ to $\$ 4.50$. |
| range, from $\$ 1.50$ to $\$ 5.00$. |  |
| The Murie." A corset made especially for young girls, $\$ 1.50, \$ 2.00$ and | Ferris and H. W. Waistes Of these comfortable waists we carry a full line for ladies and children. and chilaren. |


| Corset Fitting <br> Our Mrs. Beckton has now returned from New York, where she has been spending some days at the "Madame Irene" parlors, on Fifth Avenue, getting into touch with the latest new ideas in corsets and corset fitting. Commencing this morning, Mrs. Beckton will be in daily attendance in our Corset Department. |
| :---: |
|  |  |

Imported Dressing | Black Silk Jackets from $\$ 2.50$

| New importaions of these | Theee are all new mod |
| :---: | :---: |
| anfortable House Jackets | clorefiting Underskirt |
| Engiah makee: they | in our own workrooms, of a |
| made of warm eiderdown | black silk, and trimmed |
| blue. green and | frill: lenztha are |
| dainily embro |  |
| self colors. Prices only | 36, 38 and 40 inches; they |
| 2.50, $\$ 3.00$ and up | are quite extraordinary value |
| \$5.00 | at .. ... ... ... \$3.50 |

## 17 to 31 KING ST. EAST



Underskirts, $\$ 3.50$ These are all new model,
lorefiting Underkkirts, mado bar own workrooms, of a with a deep frill: lenghts are value


## After to-day you

Here are sol col clip out the coupon and mail it now The Canadian Century is a genuine Canadian published for Canadians. You should be interested -this is Canada's century.
The Canadian. Century keeps you in personal
touch with the happenings-all the events of national importance
It is the home entertainer, and should be ead by every Canadian.
Each issue has one or more bright, breezy

1. Litoreture is a givico
 ous corner, a page of toinetes suggestions and
fandion hints,
and maceicilly yinteresting to momen,
and many other features entertaining to
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October 31st. being Thanksgiving, all subscriptions mailed to-day will be accepted



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You pay 5 cents a copy at all news-stands. This offer saves you $\$ 1.50$ a year.
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Write at once. Use coupon and attach a Write at
dollar bill.


## FARMING AND LIVE STOCK PAGE

 QULLTYGOOO,TRAE SLOW

Market Draggy-All Cattle Pricis 15 c to 25 c Lower-Sheep and Lambs Easier-Hogs Lower.


The Touch of Frost Brings Out the Virtues of our WinterStocks

## 40 会 －tesur M a mex y

Handsome Winter Millinery

 nimin sumy in inion on



New York Model Dresses $\$ 8.95$ The prow ony wivent

 dainty and serviceabie one－plece style．
Materials are Panama，black and White checks，plain and fancy silikg； pretty striped yokes and collare made
fine nets；walsts are Anely braided of fne nets；walats are finely bralded
or daintily trimmed with lace or silik or daintily trimmed with lace or silik
cords the tolors in the collection are navy，rose，black，grey，green，peach，
an，cream and black，and black and


New Waists，Worth Three times the Price




Don＇t Overlook These Silk and Dress Goods Items


Wonderful Stock of WinterUnderwear－ ables for Women
 and

 Re0，223s
 Hix


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 Mowid vew paxiziz Montive wimew wix Mowo viex suat wiow wid



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 Nat sixi ix：wivezin each 83 c
zin moners steteren Eting wix路

New Printed Organdies
 mancornin 뿐ํํ눌 푼크ㄹㅡㅡㄹ 봎쿠프를

## Dollar Pictüres－a Thousand Beauties

## In you＇te seen these pictures in the tndow to－day，of course yourro plan－ ing to be on an 8 oclocke elerator run－  sake our word for it，remembering othe picture sales here that theys re the sreatest value wéve oftered th1s year．   housand to sell，and that no lover

Carpets or Rugs，Which ？

 \％ $\mathrm{Y} \times 106$



 These Prices on Tapes－ try and Lace Curtains


 In ple goods we are showing no
 In ready to－hang Portieres our show． Wednestay We offer the following
spectilis Interesting portiere at ro
duced price： duced prices



Lace Curtains for 98c


Warmer Hosiery at Sav－ ing Prices Wour tuaci Leme






Better Make Sure of These

an Hose suporitens toe
 at com oers ne．


All－Over Lace Waist－ ings，less than halt－price
Haid idide sim dion ic

 s．200
Half－price Embroideries


Remantion Emprosorect manatio



Mussed and Soiled Blan－ kets $\$ 2.97$ AND some sem Then Are worth




How Little it Costs to Re－Paper



 anso




A Small Collection of Women＇s Boots


75 Happier Men




Dollar Hats－－Stiff or Soft





The Warmth Men Want， Night and Day


 milat




Hand Painted China 98c in the Basement

 Two Items in Glassware
㫦

## Groceries






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 Onoun paneme，wole，it harr




