

October 16--17--18

EATON'S

Store Hours 4:30 A. M. to 5 P. M. Saturdays 4:30 A. M. to 1 P. M.

CAFETERIA Tasty Lunches, Splendid Dinners served in the Cafeteria. Moderately Priced.

SEMI-ANNIVERSARY 3 DAY SALE

MEN'S WEAR

M42-A. Here is your chance to get that new fall hat at great savings to yourself. Made of all wool felt, it comes in the three popular styles. The sharp brim, well edge and the bound edge. The colors are light grey and fawn and they are attractively finished with serviceable lining and full leather sweat band. Sizes 6 7/8 to 7 3/8. 3-day Sale each \$3.29

MEN'S NEGLIGEE SHIRTS

M40-B. Men here is real value for you. In the lot you will find woven broadcloths, plain broadcloths, prints, Zephyrs and percales. Every shirt has two collars to match, either two hard collars, two soft collars or one of each. They are made by one of Canada's largest shirt manufacturers. Sizes 14 to 17. 3-day Sale each \$1.95

MEN'S AND YOUNG MEN'S TWO-PANT SUITS

M44-A. A real economy value is presented in this two-pant suit at this remarkably low price. The materials are fine quality tweeds and worsteds, well tailored in either single or double breasted models with art silk body linings in coat with regular vest and two pair of trousers. Sizes 36 to 42. 3-day Sale Suit \$16.75

MEN'S WINTER OVERCOATS, BIG VALUE LEADERS

M56-A. A big warm burly overcoat offered at a very low price. The materials consist of Blue Melton, Blue Nap and Chinchilla cloths, also a large range of fancy overcoatings well tailored with art silk, plush and some with leather linings in models for both men and young men, in sizes 35 to 46 inch chest. 3-day Sale, each \$14.75

SEWING MACHINES

M94-A. This lot of overcoats offers a choice of several different shades of extra good quality overcoatings warmly tailored with polo linings. In a double breasted style a half belt at back, and a good warm collar. Sizes 28 to 36. 3-day Sale, each \$10.95

HOUSE FURNISHINGS

M60-B. Sixty only manufacturer samples swiss curtains. Various designs all worked on good quality net. Colors white, cream and ceru. Only one of each pattern. 3-day Sale Price, pair \$2.19

ASSORTMENT OF CURTAIN NETS

M60-D. Several designs of very serviceable and yet inexpensive flit nets in conventional and novelty patterns, widths 40 and 42" all have neat lace edging, color cream only. Extraordinary value. 3-day Sale Price, yard \$42c.

CONGOLEUM RUGS

M66-E. This price includes two door mats, size 18" x 36" with each large rug to take the wear off the oft travelled spots. These rugs bring to your home the beauty of a rich Persian Rug design constructed in appealing shades of rose, blue, cream and tan to offset the greyish tan background. No beating or sweeping, just a simple rubber with a mop and the surface is shining and glistening. Size 7 1/2' x 9' 3-day Sale \$6.95 with 2 door mats \$10.95

FRENCH AXMINSTERS

M66-A. Seamless rug in lovely patterns and colorings and of very serviceable weave that will give years of pleasing wear. Bright, cheery, cosy and appropriate to any room. A limited number only. Size 6 3/4' x 9'. An outstanding value. 3-day Sale, each \$13.95

FELTOL MATS

M66-C. Conventional floral, all over and block patterns. A color or design for any room. The small imperfections in pattern classing these rugs as seconds in no way impairs the splendid wearing qualities for which they are noted. Constructed on a canvas foundation that does not tear or break easily; hard gloss surface easily cleaned. Size 8' x 9' 3-day Sale \$4.95 Size 7 1/2' x 9' \$3.25 Size 9' x 9' \$7.25 Size 9' x 10 1/2' \$8.85 Size 9' x 12' \$9.85

PATENT MEDICINES

M89-A. Vi-Tone the malt chocolate health beverage, 1 lb. tin. 3-day Sale \$42c M89-B. Womner value, red rubber hot water bottles, guaranteed for two years. 3-day Sale \$79c M88-C. Norwegian cod liver oil, 32 oz. bottle. 3-day Sale \$79c M88-D. Hospital absorbent cotton, 1 lb. rolls, soft and fluffy, suitable for many purposes. 3-day Sale 3 for \$1.15

CANDIES

M04-A. Robertsons assorted chocolates, in fancy 1 lb. 49c boxes M04-C. Jelly Beans, bright and shiny. 3-day Sale Price, lb. 12c

TOILETRIES

M76-C. Box Haweye camera size 2 1/4 x 4 1/4, with kodak film to \$1.45 M76-E. Seely's bath dusting powder and puff, or fine bath crystals, delicately perfumed. 3-day Sale Price, each 68c

NOTIONS

WOMEN'S SCARFS EACH 86c M24-F. Odd scarfs from last seasons stock, Crepe de Chine and Georgette in a large assortment of patterns and colors. Some slightly counter soiled. 3-day Sale, each 98c

WOMEN'S RUBBER APRONS

M26-A. Vulcanized seams and pocket, no stitching, overall style, peach, blue, green and coral. 3-day Sale, each 39c

GARMENT BAG EACH 68c

M26-B. Holds 8 garments, wire frame at top, blue, rose, yellow, green, grey combination colored ticking. Size 9' x 9' \$7.35 All dome fasteners on sides. 3-day Sale, each 69c

ELECTRIC CURLING IRONS

M26-D. Strong spring and cord, two way socket, inspected and approved. Exceptional value. 3-day Sale, each 69c

CROCKERY WARE

87 PIECE LIMOGES CHINA DINNER SET \$19.75

M11-A. Decorated in dainty floral sprays. Consisting of complete dinner and tea service for twelve persons. 3-day Sale, Set \$19.75

72 PIECE ENGLISH SEMI PORCELAIN DINNER SET \$11.95

M11-B. Deep blue border design in delightful mottled effect broken at intervals by dainty floral medallions in natural colorings of pink and green. Full service for nine persons. 3-day Sale, Set \$11.95

JUNIOR AND BRIDGE LAMPS

M11-C. Lamp stands in smooth dark walnut finish with weighted base. Metal part in bronze tone. Junior has two light fitter and bridge has adjustable arm. Wired complete with cord and plug. Shades are of silk with georgette coverings of exceptional attractiveness. Bridge Lamp 3-day Sale each \$7.45 Junior Lamp only complete \$9.45

ELECTRIC FIXTURES

M11-D. Richly toned finishes of new designs, full body type fixtures, entirely enclosed wiring. These fixtures are of such good appearance that they will be suitable in any home. Designed for ball lamps and candleabra, in a variety of sizes and finishes. Rich gold, pale gold and silverstone, in two light, three light, four light and five lights. 3-day Sale each \$3.69, \$4.69, \$5.69, and \$6.49

M12-B. 7 Piece Set of Grey Granite ware, Consisting of Coffee Pot, Daisy Tea Kettle, Covered Convex Kettle, Covered Straight Saucepan, Lipped Saucepan and two pudding pans. 3-day Sale, each \$2.98

M12-E. Aluminum Waterless Cooker, will cook meats, puddings and vegetables perfectly all at one time. Consists of heavy Aluminum Kettle, Corrugated plate steel plate to place over fire, and insert pan with ball handle which fits in top of cooker. Heavy cover with steam vent. 3-day Sale, each \$2.79

M12-H. Banner Electric Washer. Tub of cypress wood, agitator of perforated Aluminum. Motor 1-6 H.P. which will operate washer and wringer at the same time. Wringer of sturdy steel construction with lever adjustment and locks in four wringing positions. Has 12 inch rubber rollers. 3-day Sale, each \$55.00

DRIVING HARNESS SET \$12.85

M76-B. Saddle is 2 1/2" flexible, breast collar, shaped style 2" wide with 1 1/2" traces attached. 1" x 7/8 x 13 ft. lines, 1 1/2" single-breaching with 7/8" straps, oriole finish. This is a harness that we are sure will please you at the low price offered. 3-day Sale, set \$12.85

TEAM HARNESS \$39.90

M70-A. A set of harness for all general purposes, strongly and substantially made in our own factory. Bridled Bridles 1 1/2" Pole straps and Martingales, heavy three ply ring style traces, 2" folded belly bands, 4" brass spotted pads, varnished wood hames, three ring style breeching, 2 1/2" body, black japanned trimmings. Set for two horses complete, less collars. 3-day Sale, each \$39.00

CARD TABLES \$1.49

M88-A. Well constructed tables with Green Felt top, folding legs, well braced. 3-day Sale, each \$1.49

RAWHIDE HALTER 1 1/2" WIDE EACH 98c

M70-F. Full sized western halter made from best grade oil cured rawhide with extra heavy fittings. Most outstanding value in a halter. 3-day Sale, each 98c

Good Reasons that Make Our 3 Day Sales So Successful

- 1. Tremendous selections of seasonable and wanted merchandise from which to choose.
2. New stocks in the season's latest designs and up-to-the-minute colorings.
3. Stocks include articles for every member of your family—for your home and for your farm.
4. Prices extremely low considering the excellent values and huge quantities.
5. Goods satisfactory or money refunded protects you in all your purchases.
6. Pink Price Tickets mark the sale items, making shopping a pleasure.
7. Mail Orders carefully filled subject to prior sale permitting you the ease of shopping in your own home.
8. Cafeteria right in the store affords you more time for shopping.

The Tremendous purchases permitting exceptionally Low prices and the quality of the articles warrant you visiting Moncton on one of the above dates

PHONOGRAPHS

EXCEPTIONAL VALUES IN USED PHONOGRAPHS

M34. Again we are able to offer to the most careful buyers phonographs used and slightly scratched which will furnish entertainment of good quality at a price exceptional. All machines in A1 condition.

M34-A. COLUMBIA. Highly polished rich looking light Walnut finish, cabinet with large spacious record space and nine record albums; new reproducer and gold colored fittings. Will give complete satisfaction. Automatic stop. 3-day Sale, each \$55.00

M34-B. AMPHON. Finished in Mahogany, although slightly scratched will prove a beautiful piece of furniture. Extra large tone chamber, new type reproducer, double spring automatic stop motor, and space for records on either side of tone chamber. 3-day Sale, each \$39.50

WARDROBE CASES

M02-A. Covered in brown imitation leather with bound edges, cretonne lined, brass lock and end clasps, convenient for carrying clothing and accessories. 3-day Sale, each \$6.49

MOTOR OIL

M02-B. This oil has had exhaustive test in our laboratories and has proven its worth. 3-day Sale, 4 gallon can \$2.89

M02-C. As a special feature we are offering our stock of the De Luxe Auto Tops at a greatly reduced price. These tops of heavy long grain material well stretched seams are reinforced where strain is greatest. Rear curtain has glass light in nickel frame. For Fords and Chevs. 3-day Sale, each \$6.95

M07-A. Excellent value in a 30 x 3 1/2 cord casing. These casings are made to our specifications by one of the largest tire manufacturers in the Dominion and are guaranteed perfect in every respect. 3-day Sale, each \$5.95

FURNITURE

A SLIDING COUCH & MATTRESS COMPLETE

M63-A. An attractive and cozy couch by night and a comfortable double bed by day. Constructed of a sturdy link fabric spring with well braced corners and legs. Mattress is thick and comfortable, filled with sanitary cotton felt. Covering is a serviceable and attractive cretonne. 3-day Sale, complete \$8.95

COMPLETE BED OUTFIT \$16.50

M63-B. The strong tubular steel frame of the bedstead is made up of two-inch outside posts and one-inch fillers, firmly braced. Rich Walnut finish. Equipped with firm, comfortable cable spring, well-made cotton filled Mattress and two 17x25" pillows, filled with soft chicken feathers. Three sizes, 39, 49 and 54". The wise, thrifty buyer will recognize and profit by this exceptionally fine offer. 3-day Sale \$16.50

SIMMONS STEEL BEDSTEAD

M63-C. A limited number of these Bedsteads so popular today because of their lovely appearance, beautiful finish and durable and sanitary construction. Your choice of two exceptionally fine designs. One with three perforated steel panels and round tubing. The other with wide centre panel with forestwood finish. In sizes 48 and 54" wide. 3-day Sale, each \$8.95

CARD TABLES \$1.49

M88-A. Well constructed tables with Green Felt top, folding legs, well braced. 3-day Sale, each \$1.49

RAWHIDE HALTER 1 1/2" WIDE EACH 98c

M70-F. Full sized western halter made from best grade oil cured rawhide with extra heavy fittings. Most outstanding value in a halter. 3-day Sale, each 98c

STOVES, HEATERS, Etc.

MARITIME MADE STOVES

The new Record Parlor Furnace Heating Capacity 8,000 Cu. ft.

M15-A. An ideal and powerful heater, including beauty, comfort and economy. The outer casings are of blue polished copper bearing sheets with a beautiful blue lustre and lined with a shock lining to prevent excessive heat on the outside casing. Has a water pan for humidifying. Extra heavy cast iron sections especially the firepot, the top radiator is equipped with fine plate, having the same action as any ordinary furnace. The bright nickel trimmings add attractiveness and clean appearance. Specifications: Diameter of Firepot 14" Depth of Firepot 11 1/2" Size of Feed Door 9 1/2" x 9 1/2" Outside casing 22" Height of furnace 45" Smoke pipe collar 27 1/2 Lbs. Full nickel finish. 3-day Sale, each \$41.00

M15-B. An ideal heater for public buildings, such as School Houses, Churches, etc. Construction includes best quality material with beautiful nickel plated trimmings, equipped with waterpan. Capacity 8,000 cu. ft. Specifications: Main body 33 x 33 x 22" Fire Door 10 1/2 x 15 x 18" Oven thermometer 27 x 15 x 18" Main body heavy gauge blue polished steel. Firebox Cast top and bottom. Firebox Cast sides 10" Smoke pipe collar 6" Weight 220 Lbs. Capacity 8,000 cu. ft. 3-day Sale, each \$35.00

THE NEW RECORD RENOVIN RANGE

M15-C. Guaranteed to give satisfactory service and bake perfectly under the most trying test. The body is constructed of heavy copper bearing blue polished sheets, interlined with hard asbestos board. Full nickel trimmings throughout. Measurements: Oven 20 x 20 x 13; six 9 inch lids. Tops of cast iron is 45 x 27". Copper reservoir holds 5 Imperial gallons. Height of stove over all 60". Length of fire box for wood 22". Length of fire box for coal 20". 3-day Sale fitted with firebox for wood \$43.00 3-day Sale fitted with firebox for coal \$43.50

Polished top extra \$3.00 Oven thermometer extra \$1.25 Hot water trap extra \$5.00

WIRE BAG HOLDERS

Each 19c or 6 for \$1.10

PAINTS

FOUR HOUR FLOOR PAINT AND BRUSH

Quarts 89c 1/2 Gallons \$1.69

M64-C. Four hour floor paint is especially prepared to meet the popular demand for a quick drying finish. With each can of four hour floor paint you purchase you will receive a brush free of charge. Colors, light slate, dark slate, medium yellow, orange yellow, battleship grey and golden brown. 3-day Sale, Qts. 89c 1/2 Gal. \$1.69

M64-E. Paint up your homes with this good quality paint at such a low price. It can be used for inside or outside use. Color white only. 3-day Sale, Gallon \$2.19

DRESS GOODS

CREPE BACK SATINS AND FLAT CREPES

38" wide. Yard \$1.25

M08-B. Appealing for present modes in afternoon and evening frocks. A nice range of shades. Buy now at a saving. 3-day Sale, yard \$1.25

MERRISLYK 36" Wide Yard 79c

M08-C. Beautiful finish, for dainty slips and lingerie, and well qualified to carry out newest ideas in frocks. Colors maize, copen, almond, green, powder, goya, grey, honeydew, sand, dark sand, navy, rose or white. 3-day Sale, yard 79c

ALL WOOL POCKET TWEED

54" Wide Yard 98c

M08-D. Popular for dresses, suits, and light weight coats, a soft supple weave. Black and navy only. 3-day Sale, yard 98c

54" POLO COATING YARD \$1.19

M08-F. A practical coating that will insure comfort and coziness. In colors of rose, grey, sand, dark green, athens or black. 3-day Sale, yard \$1.19

PRINTED CREPE DE CHINE

35-36" Wide Yard 49c

M08-H. A silk and cotton material which will make up frocks that will be both charming and serviceable. 3-day Sale, yard 49c

BLACK DUCK 28" WIDE, YARD 15c

M46-A. Sturdy weave and substantial weight, a good wearing fabric suitable for shirts, trousers and overalls for men and boys. 3-day Sale Price, yard 19c

RAYON NOVELTY 31" WIDE, YARD 19c

M46-B. 1100 yards cotton and rayon check fabric, in colors of pink, grey, copen, helio, tan, sand and green check. For smart house frocks and children's wear. Priced low. 3-day Sale Price, yard 19c

CHEESE CLOTH 10 YARDS FOR 45c

M46-E. Obtain your share of this household necessity. A soft quality cheese cloth, absorbent and sanitary, wrapped in dust proof packages. 3-day Sale Price 10 yards for 45c

25" STRIPED FLANNELETTE Yd. 16c

M46-F. 1100 yards medium weight and dependable for long wearing undergarments, sleepers and night gowns. 35" wide. 3-day Sale Price, yard 15c

WHITE FLANNELETTE, 34" WIDE

Yard 16c or 10 Yards for \$1.55

M46-G. Constant wear and many washings will not alter the soft, neat producing qualities of this cozy flannelette. Purchase a good quantity at this price. 3-day Sale Price, yard \$1.55

34" WHITE FLANNELETTE

Yard 24c or 10 Yards for \$2.35

M46-H. A superior grade white flannelette. Ideal weight for warm under garments, nightgowns and pyjamas. 3-day Sale, Yard 24c or \$2.35 10 yards for \$23.50

OILCLOTH TABLE COVERS 54" x 24"

Each 69c

M46-J. Extra good value, neatly patterned sanitary table covers, easily cleaned. 3-day Sale, each 69c

LINEN CLOTHES (Seconds)

Size 66x68 to 68x108. Each \$1.95 to \$4.50

M90-B. The flows are very slight. You will be wise to look over your linen supply and purchase from this assortment. Economically priced. 3-day Sale, \$1.95 to \$4.50 each

LACQUARED BORDERED BATH TOWELS

M90-C. Large white towels woven from good quality bleached cotton with exceptionally handsome borders in colors of rose, blue, gold, helio, green and peach. Size 22 x 44. 3-day Sale, pair 69c

HOSIERY

M20-A. Smart serviceable socks knit from selected quality cotton, wool and lustrous rayon yarns. Fancy patterned in assorted colors, sizes 10 to 11 1/2.

3-day Sale Price, pair 47c

M20-C. Exceptional value in fully fashioned real silk hose in large assortment of new fall shades, sizes 8 1/2 to 10.

3-day Sale Price, pair 98c

M20-K. Men get a good supply of these. A large assortment of various quantities and styles to choose from. All have fancy check design in newest patterns, sizes 10 to 11 1/2.

3-day Sale, pair 59c

WOMEN'S FINE THREAD REAL SILK HOSE, PAIR 79c

M20-H. Exceptionally smart, well made from fine service weight real thread silk which extends to garter wells. Colors Atmosphere, misty morn, rachele, beige, mirage, shell grey. Sizes 8 1/2 to 10.

3-day Sale, pair 79c

GLOVES

WOMEN'S FANCY CUFF CHAMO SUEDE GLOVES

Pair 49c

M20-A. Trimly fitting gloves of the practical suede finished fabric (known as Chamo suede) so easily washed. Cuffs are cleverly designed and slender points are embroidered in effective contrasting shades. Colors light fawn, mid fawn, grey, sizes 6 to 7 1/2.

3-day Sale, pair 49c

MEN'S HAND TOP MULESKIN GLOVES, PAIR 29c

M20-B. Made from sturdy split leather known as muleskin, in broad top style, strongly sewn seams, sizes medium, large. 3-day Sale, pair 29c

CHILDREN'S WEAR

100 GIRLS RAINCOATS EACH \$1.00

M72-A. Rubberized cloth with two large patch pockets and a snug little hat with turned up front and back elastic. Colors blue, green, red. Sizes 12 and 14 years. 3-day Sale, each \$1.00

GIRLS TAILORED COATS EACH \$5.95

M72-B. Of a good weight all wool coating in a brown mixture. Sizes 8, 10, 12 and 14 years. 3-day Sale, each \$5.95

GIRLS ALL WOOL FLANNEL DRESSES EACH \$2.19

M72-C. In many pretty styles and a host of colors to choose from. Sizes 6 to 14 years. 3-day Sale, each \$2.19

KNITTED CAP EACH 29c

M72-H. Very warm, comes in assorted colors. 3-day Sale, each 29c

BOY'S KNITTED SUIT EACH \$1.19

M72-K. In the popular two piece style consisting of Jersey and pants. Colors, navy, brown and red. Sizes 2, 4 and 6 years. 3-day Sale Price \$1.19

TINY TODDLERS DRESS EACH 89c

M72-M. Made from knitted all wool and artificial silk. Many pretty colors. Sizes 2, 3, 4 years. 3-day Sale, each 89c

STAMPED GOODS

STAMPED LINEN GLASS TOWELS

M28-A. Excellent quality linen. With woven color border in red or blue stamped for embroidery in Teapots, Silver, China and various other smart designs. Size about 19 x 28 inches. 3-day Sale, each 19c

STAMPED COLORED BORDERED GLASS TOWELS, EACH 21c

M28-B. Fine quality linen crash towels with hemstitched colored borders in rose, blue, gold, lavender or green. A large variety of stamped designs to choose from, all suitable for color embroidery. Size about 17 x 28 inches. At this low price buy several to embroider. 3-day Sale, each 21c

M28-G. Beautiful fine quality Italian linen in a cream shade with rolled Italian hemmed edge in modernistic stamped design. The square is about 36 x 36 inches, with 4 serviettes 12 x 12 inches, stamped to match. This is exceptional value and the quantity is limited. Buy early. 3-day Sale, Set \$2.19

WOMEN'S STAMPED HOVER APRON, EACH 95c

M28-K. Excellent value in women's aprons of unbleached cotton in roomy hover style, finished with mauve binding with stamped floral design. This is a value that will appeal to the thrifty housewife. 3-day Sale, each 95c

M28-B. A group of Bags featuring unusual variety in plain or grain-leathers, all fashionable colors. Styles are pouch, under-the-arm, many of them are trimmed with grained leather, in many colors and combination of colors. 3-day Sale, each \$2.95

WOMEN'S WEAR

MISSES AND JUNIORS FUR TRIMMED FABRIC COATS \$19.95

M82-A. Youthful and comfortable models of the newest fabrics. A clever imitation of the smart Austrian Wombat fur. Attractive and warm. Bright linings of cotton plaid. Generously large shawl collar and cuffs of Thibetina. Colors brown and silver grey. Sizes