

EATON'S DAILY STORE NEWS

store's conveniences: The rest room, waiting room, third floor; the information bureau, main floor; the free parceling and checking desk in the basement.

At both Yonge Street and Queen Street doors are order boxes where orders or instructions may be placed. These boxes are emptied daily at 8.20 a.m., 10 a.m., 1 p.m. and 4 p.m.

The First Step Toward the Smart Costume--The Correct Corset

And for each person her own particular make and model, for figures are as different as feet, and corsets require as careful choosing and fitting as shoes.

HENCE THIS IMMENSE DISPLAY OF NEW FALL DESIGNS FROM THE FOREMOST CORSET MAKERS OF THE UNITED STATES AND CANADA

OH, THE TRANSFORMING POWER OF A GOOD CORSET! It is first factor in converting dowdiness into style. It is chief means of changing careless ungainliness of dress into trim nicety.

But it must be a corset exactly adapted to the figure of its wearer—a model of modish line which fits with perfect comfort, allowing easy, natural movement of the body and absolute freedom to the vital organs.

In order that every one who comes hither in search of a corset may procure the model best suited to her particular requirement, the Department is equipped with the complete lines of a whole host of the best corset-makers in the United States and Canada. In addition to those in regular attendance in the fitting rooms, well known New York corsetiers make visits of many weeks to the department at the beginning of each season.

Long of skirt, medium high of bust and slightly "nipped" at the waist, the Fashionable Corset for Fall is presented in a wide and comprehensive display in which the following "makes" are featured in designs for slim, medium and stout figures of short, average and tall stature.

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|-----------|-------------------------|---------|--------------------|
| NEMO | \$4.00 to \$10.00 | LORETTE | 1.50 to 4.00 |
| SMART SET | 4.50 to 10.00 | P. N. | 1.25 to 4.00 |
| BINNER | 6.00 to 10.00 | R. & G. | 1.25 to 4.00 |
| LYRA | 4.00 to 8.00 | F. C. | 1.00 to 2.25 |



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|----------|--------------------|------------|--------------------|
| FRANCO | 3.50 to 6.00 | ACME | 50 to 2.50 |
| AMERICAN | 1.50 to 4.00 | L'ADRIA | 1.25 to 3.50 |
| LADY | 1.50 to 4.00 | LA RESISTA | 3.50 to 5.00 |

The Lace Front Corset, supreme favorite with many of Fashion's most devoted followers, is represented by these:

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|-----------|------------------------|-----------|---------------------|
| LADY RUTH | \$1.50 to \$2.50 | LaCAMILLE | 3.50 to 10.00 |
| FROLASET | 3.50 to 8.00 | MODART | 4.00 to 8.00 |
- Third Floor, Queen St.

The Indispensable Brassiere

AN INDISPENSABLE ADJUNCT in the corsetting of any figure inclined to stoutness, the brassiere now claims popular attention. It plays a prominent part in the Autumn display in the Corset Section, the following well known makes being featured in simple and elaborate designs—in crepe de Chine, eyelet embroidery, heavy lace and mainsook.

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|----------------------------|---|
| MODEL | 75c to \$4.00 |
| FANSY | \$1.25 to \$2.00 |
| NATURE'S RIVAL | 50c to \$3.00 |
| OVIDA RUBBER BUST CONFINER | \$4.00 |
| ACME | 50c to 85c |
| "BRA-ZETTE" | Brassiere and corset cover combined, \$1.25 to \$2.00 |
| VENUS | crossover style, \$1.25 to \$4.00 |
- Third Floor, Queen St.

Miss Newport Here

Miss Newport, the New York Corsetiere, well-known to wearers of the "Nemo" or "Smart Set," is now in attendance in the Corset Department. Take advantage of her valuable advice in the selecting of your Autumn Corset. Appointments for fittings may be made by telephone.

School Begins To-day

The Book Department is piled high with text books, pens, pencils and scribblers ready for the big demand.

—Main Floor, James St.

This is Interesting

VERILY every cloud has its silver lining, and every new souping, Autumn-tinted cloak is gaily patterned on the reverse side. Flour de sole in charming stripes, Persian and Dolly Varden effects in the silk employed for the purpose—truly the most fascinating silk which has been offered for coat linings for many a season. Paris and New York are using it in their smartest suits and fur wraps, and the silk department is displaying it in alluring colors and patterns at \$2.00 and \$2.50 a yard—36 inches wide.

The early Fall list of new books is rich in interesting productions by able writers. Boyd Cable, the author of "Between the Lines," has a new story, "Action Front," price \$1.25. By Patrick MacGill, of "Red Horizon" fame, is another tale of the war, "The Great Push," price 65 cents. "Tish," by Mary Roberts Rinehart; "The Heart of Rachael," by Kathleen Norris, and "When a Man is a Man," by Harold Bell Wright, are three novels already assured a place among "best sellers." They are \$1.25 each. Included, too, is Hilda Selous' "General Sketch of the European War (second phase)," at \$1.50; volume 13 of "Nelson's History of the World," at 25 cents; and "England's Effort," by Mrs. Humphrey Ward at 65 cents.

Views of Toronto in really attractive form at a moderate price are not common. Exhibition visitors will therefore appreciate the booklet of "Van Dyck Photographures" of Toronto and its environs, which is featured at 50 cents. The pictures are in soft sepia finish, mounted on gray mats and arranged in "loose-leaf" style ready for framing. They include the new General Hospital, the Hunt Club, Convocation Hall, beauty spots in Rosedale and High Park, a splendid panoramic view of the city from the C.P.R. building—20 "points of interest" in all. They are procurable at the Stationery Department.

"I cannot sing the old songs" is a plaint oftentimes due, not so much to sentiment, as to poor memory. This trouble is set right by certain selections entitled "Old Favorites Songs" Collection Number 1 includes the words and music of "Land of the Leal," "Scots, Wha Hae," "The Harp That Once," "Ben Bolt," "Huntingdon Tower," "Believe Me If All the Endearing Young Charms," and "Old Caken Bucket." In collection Number 2 are "Drink to Me Only With Thine Eyes," "I Dreamt I Dwelt in Marble Halls," the "Marseillaise," the "Russian National Hymn," and many others. The price of books 1 and 2 is 10 cents each.

Nice it is to know that the clever little "cut-out" animals and nursery novelties, which have won such admiration in the Infants' department, are Canadian made. Silverlocks and her three bears, Little Red Riding Hood, besides no end of the bunnies, foxes and squirrels familiar in the modern literature of babyland, figure in the quaint collection. Hand-painted on wood, they make hand-painted play-things. Prices run from 50 cents upward.

The Scribe

Smart Serge Dresses From New York

And, of course, according to current mode, they are long-waisted, loose-fitting and straight of line, with a marked fondness for pleated skirts and plain coat sleeves.

IT'S THE ALL-CONQUERING VOGUE on Fifth Avenue at the present moment, this easy-fitting navy serge gown. Fashion has chosen it for the introducing of the new slim silhouette, and the well-dressed woman has adopted it with enthusiasm.



These models in the little Gray and Rose Rooms are some of the smartest of their kind, authentic in style and exclusive in treatment. Thus: With the swagger little pointed pockets on its skirt embroidered in the fashionable red wool embroidery is a navy serge gown of the straight, loose-fitting order, with soft black satin girdle and turn-over collar of white satin. Price, \$22.50.

A smart model in the same fine blue serge shows black chamoise serving for the upper portion of the bodice and the front panel of the skirt, gold embroidery appearing at the junction of the two fabrics. Price, \$32.50.

With its girde modishly embroidered in heavy red floss is an attractive serge gown with pleated skirt, the bodice made becoming with collar of white organdy. Price, \$30.00.

In redingote style with under-bodice effect and skirt panel of black satin, the girde embroidered in odd tones of blue and yellow wools, is a picturesque gown in fine navy serge, at \$32.50.

At this price, too, is a graceful princess model ornamented with soutache braiding and many buttons. Price, \$22.50.

And at \$75.00 is a Paris model—by Lucienne—the back and front in princess style, the skirt laid on at the sides in carriage plaits, with deep, flat tunic of black satin, the bodice showing vestee and collar of flesh color organdy.

—Third Floor, James St.

Such Beauteous Kimonos From Japan

In heavy Crepes, lustrous as satin, embroidered magnificently in cherry blossoms, chrysanthemums and other flowers that make the little Island Kingdom "Flowery."

WHEN THEY RETURNED FROM JAPAN a few months ago, our buyers told glowing tales of the kimonos they had procured—kimonos more lovely they thought than any which had ever before come across the ocean to Canada.

A few days ago the gowns arrived. And, verily, they exceed our most flattering expectation of them.

They are in true Jay style with long box sleeve and loose sash. The materials are unusually beautiful in weave and color, including some fabulously handsome crepes in exquisite, soft tones of blue, pink and mauve. As for the lavish embroidery—hand-done by deft-fingered men—it is suggestive of the sumptuous regalia of an Eastern princess. All are lined with silk. For instance:

In dove gray Japanese silk, a kimono embroidered in mauve chrysanthemums and natural cherry blossoms. Price, \$10.50. At this price, too, is a mauve silk kimono embroidered in pale pink and white roses.

In pale blue silk crepe of fine weave is a dainty gown embroidered in pale pink roses. Price, \$11.00.

Embroidered on the sleeve with the small circle and emblem denoting—according to Japanese usage—the wearer to be a person of rank, is a charming model in mauve or willow blue brocade crepe de chine. Price, \$20.00.

At this price, too, is an attractive kimono in plain mauve crepe de chine, embroidered in pink roses.

In an alluring American Beauty shade in fine silk crepe is a very artistic gown—price, \$22.50.

Gladiola pink is the interesting tint of another kimono, with chrysanthemums embroidered thereon. Price, \$17.50.

In the superb quality of silk crepe known technically as "Kabe," is an alluring gown in pale shrimp pink exquisitely embroidered in natural tinted cherry blossoms. Price, \$45.00.

And reaching the climax of loveliness, is a superb kimono of Kabe crepe in robins' egg blue embroidered with shaggy petalled roses in delicate pink and white, with yellow and bronze butterflies posed here and there among the blossoms. This is a noble specimen of Japanese needlework, its price is \$70.00.

—Third Floor, Yonge St.



The Flag of Our New Ally

YOU'LL BE WANTING TO ADD it to your collection, won't you—the blue, yellow and red striped flag of Roumania? Here it is in various sizes:

For your motor car—silk flag, size 4 by 6 in., on wood stick, price 10 cents.

In silk, size 8 by 12 inches, 10 cents.

In silk, 18 by 36 inches, \$1.55.

—Fourth Floor, Centre.

See demonstration of coloring snapshots or picture postcards. —Camera Dept., Main Floor.

None too Early to Send Warm Gloves to Soldiers

Wherefore this list of suitable styles for Fall and Winter wearing—Gloves, Mitts and Wristlets for officers and men.

ALLOWING FOR POSSIBLE DELAYS, it is safe to assume that parcels posted now to soldiers in France, or prisoners in Germany, will arrive about the time when Autumn winds are beginning to bite, and chilled fingers begin to appreciate a comfortable covering.

So this selection of various reliable lines of gloves and mitts specially adopted for military use:

For real cold weather a one-fingered horsehide mitt of soft, pliable velvet finish skin. It is fleec lined and has knitted cuff. This mitt has full welted seams that strengthen it against hard wear. Price, per pair, \$1.50.

A glove suitable for officers is made of smooth tan cape skins. It is fleec lined and has one dome fastener, prix seams. The feature about it is that it is so soft and pliable that it permits free movement of the fingers. Price, per pair, \$1.50.

The "Peccary" Horsekin Glove, which can be washed in soap and water repeatedly without losing its natural softness and pliability. It is unlined and has one dome fastener, and tan kid binding wristlet. All the seams of this glove are protected prix sewn. It is a glove that will give excellent wear. Price, per pair, \$2.50.

A heavy knitted woolen glove made of firm khaki-colored yarns, with ribbed cuff. A warm, serviceable glove, suitable for officers or privates. Price, per pair, \$1.00.

Ribbed wristlets prevent the snow from flying up sleeves and keep the arms warm generally. They are made of double knit khaki yarns and are 8 inches long. Price, per pair, 25c. —Main Floor, Yonge St.



Smart Fall Hats, Priced at \$7.50

LARGE hats, small hats, and hats in all the modish lines—midnight blue, Java, brown, balsam, green, stone and dove grey, mahogany and Burgundy red, as well as a goodly showing of black velvet, so that there is no type of face that cannot be suited for this small sum. Many of them are adaptations of Paris, New York models; others quite original and exploiting the cleverness with which our own milliners have caught the spirit of the mode. All are smart and new, not only in shape, but in the character and posing of their trimmings. Priced Wednesday at \$7.50.

Fashionable Ostrich Feather Boas at \$3.50—Ideal for Present Wear

They are excellent value; all are made of the long crushed ostrich fibres and finished with full silk braided tassels. Colors all black, all white, grey and white, pink and white and purple and white. Special, \$3.50. —Second Floor, Queen St.

In the Great September Sale of Blankets

THE REASON FOR THE REMARKABLE offerings this year is that our buyers saw how prices were going last year, and bought heavily, with the result that almost every blanket offered this year is less than the present mill price. These items will give some idea of the values that prevail throughout the department.

White Unshrinkable Wool Blankets, made from soft wool, with a little cotton added. They are well napped and finished separately; size 60 x 80 inches, and have pink or blue borders. Special sale price, pair, \$3.95.

Fine White Union Blankets, with lofty nap. Note the size, 65 x 88 inches; finished singly and with pink or blue borders. Sale price, pair, \$6.00.

Scottish All-wool Blankets, white and perfectly finished. They weigh 6 lbs, and have pink or blue borders; size 60 x 80 inches, and are whipped singly. Sale price, pair, \$6.50.

Fancy Cash Blankets, for the little ones. The designs are attractively arranged in blue and white or pink and white colorings; size 50 x 60 inches. Sale price, each, 45c.

Flannels Also Included. Light Grey All-wool Flannel, plain weave, soft and warm for Winter shirts; 29 inches wide. Special sale price, yard, 45c.

English Striped Flannelette, closely woven and evenly napped; good assortment of shirting stripes and colors; 29 inches wide. Yard, 10c.

American Printed Velour arrived just in time to be included in our September sale. It is a beautifully made material for kimonos, dressing gowns or gowns, and the designs and colors are widely varied; 27 inches wide. Yard, 17c.

—Second Floor, James St.

Women's Fall Suits, at \$15 to \$25

EXAMPLES of smart tailoring that are a surprise indeed, both in the quality and quantity at such low prices. The materials are gabardines, wool poplins, broadcloths and men's wear serges. The styles introduce the new full straight skirt and the long coats. Some are made with braid and stitched belts, while others show only side belts, with tailored fronts. Large collars are shown on all the models, many being braid trimmed, while others are adorned with velvet and buttons.

Some models show fur cloth trimming on collars, cuffs and buttons of coats. All are carefully finished and lined. Black and navy are well represented, while browns and greens are also shown. Bust 32 to 42 and 44. Special space will be given to the display of these suits, \$15.00, \$17.50 and \$25.00. —Third Floor, James St.

T. EATON CO.