

EATON'S DAILY STORE NEWS

Partly Telling the Interesting Story of the Store's Readiness for the Biggest of BIG Fall Business

According to the calendar, September 1 is the first day of the first fall month. According to the new goods within the store Fall is here and Winter is on the way.

This goes to show the store's preparedness for the season's business in advance of the season; goes to prove that our plans are not set aside by any trade change or financial nervousness.

As long as the people want merchandise they'll want the best, and they'll want to buy it from the store that throws in all the good service and appreciation of the people's business it possibly can, and as long as these conditions maintain just so long

will this store be ready for anything the people ask for, long before they say the word.

It's our business to improve shopping conditions whenever and wherever possible, and such an improvement surely includes giving the people a larger than ever selection in the best goods the world produces, and selling at lowest possible prices. We buy best because we have the run of the world; we buy largest because your business with us makes it possible, and that fact takes us back to the knowledge that it was our willingness to do with a modest profit from the first that put us where we are. Doing business our way is a pleasure to us. Money's not the whole

thing, even in a business such as this; first and foremost comes our desire—no, our determination—to satisfy every buyer—that's our pleasure in doing business and it causes pleasure at your end.

And it's a satisfaction to us to take the covers off a display of new Fall merchandise such as will be ready for you on Monday, just as it will be a satisfaction to you to view it and to know that the goods you want are here any time you come after them.

COME MONDAY TO SEE—leave your money at home if you like—but he or she who buys will get a full measure of value and satisfaction.



Fall Dress Goods Exposition

All the skill of a dressmaker cannot disguise a badly chosen fabric, and if the fabric is wrong the style isn't right; in fact, upon the choice of a good weave, of correct weight, and suitable shade, depends the success of a new Fall costume.

The whole dress section will be converted into a complete exhibition of Fall fabrics, particularly of those weaves for outdoor suits, visiting and reception gowns.

These range from the rough, "nappy" Cheviots to the soft, lustrous Broadcloths and Venetians, the hard Worsted, and the handsome Serges. The display of these suitings covers literally hundreds of favored patterns, many of them being entirely exclusive to Eaton's, in the Dominion.

Broad Wale Diagonals, Chevrons, two and three-toned, and invisible shadowed stripes and checks are particularly appropriate. "Combination" Suitings—Eaton's exclusively—a fashion much favored by select dressmakers of Paris and London, in which plain or self-toned and novelty fabrics are used for the coat, and handsome checks or stripes in two or three-toned effects for the skirt—the ground color of both being identical, and the suit blending beautifully, yet in striking contrast.

The whole display is representative of the best of home and foreign fashions, with the bizarre, exaggerated, and the discredited weaves and patterns omitted.

We invite you to the Fall Opening, and specially request you to examine, test, compare and ask questions as freely as you wish.

—Main Floor—Yonge Street.

Fall Millinery Opening

Commencing Monday, August 31st, and Continuing Following Days.



Fashionable people will soon have relegated the purely summer hat into the things of the past; for this occasion Monday marks the advent of all the new Fall fashions in Millinery.

Continental fashions—hats from Paris, London, Vienna—importations from New York and the equally meritorious Eaton millinery, contribute a gathering of hat fashions much more extensive and authoritative than we have hitherto offered.

The new hats range in style from the large, striking Directoire model downwards to the medium sizes. Some favored shades are brown and tan, Emerald greens, peacock blues and taupe. Trimmings of gold in narrow and broad bands, of silk soutache, and tassels are features, but leading all are the ostrich feathers.

With just these hints we extend you a welcome to the Grand Millinery Occasion of the Season Monday and following days.

Special Offers of the Opening Day

1000 Ostrich Plumes—Seventeen and a half inch plumes, beautifully curled. Black, white and ivory. Also all the new shades for the season. Each 2.75

Silk and Satin Hats—A varied and complete selection of these smart dress shapes in black, white and a full color range. Prices begin at, each 1.75

—Second Floor—Yonge Street.

New Fall Clothing for Men

It takes time to do any big thing and do it right.

It takes time to bring the manufacture of Men's Clothing up to the high standard of excellence called for by this store, and then it takes time to get it into the minds of men that we have done so.

It takes time to convince some men that Eaton's Ready-to-Wear Clothing is as different to Ready-made Clothing of years ago as electricity illumination is different to coal oil.

Yes, it takes time—but we're willing to take time to reach ALL the men, for meanwhile we are convincing increasing numbers that Eaton's Clothing Fits, Looks and Wears well and that our prices mean fact to their bank accounts.

To-day we're telling you of some New Fall Garments—our own make—perfect in every way and priced so appealingly low that you couldn't buy elsewhere and do justice to yourself.

YOU NEED NEW CLOTHES—HOW ABOUT THESE?

OVERCOATS, fall weight black vicuna cloth, silk-faced lapels and fronts. Chesterfield style, vent in back; comes just below the knee. Sizes 34 to 44 8.95

OVERCOATS, fall weight imported English vicuna cloth, Chesterfield style, silk facings, best Italian linings, neat-fitting collar and lapels. Newest style 10.00

OVERCOATS of black vicuna cloth, Chesterfield style. Perfect fitting, silk facings; fine quality linings 15.00

RAINCOATS, dark Oxford grey English cravenette cloth, soft material. Long, loose-fitting, vent in back; shoulders and sleeves lined with black satin. Facings satin piped 16.50

CRAVENETTE RAINCOATS—Our best raincoat. Cut with large lapels, vent in back, long and loose. Black satin lining in sleeves and shoulders. 18.00

BLACK SUITS, the well-known "Eatonian serge," twill finish, 21-oz. to the yard. Single and double-breasted sack shape. We stand back of every suit we sell, and we sell thousands of these. Greatest value in Canada to-day 12.50

SUITS, of imported black worsted serge, hard twill finish, three-buttoned single-breasted sack shape, well tailored, good linings and trimmings 8.50

SUITS, of imported English worsted, dark grey striped material, fashionable three-buttoned single-breasted sack shape. Extra well made, best of linings and trimmings 13.50

—Main Floor—Queen Street.



The Fur Fashions for 1908-9

The invitation we extend to you for Monday is to a viewing of the most magnificent collection of furs ever shown at one time in this store.

Though some garments you will see are from Paris, and many more from New York, they are in the main Eaton productions, which do not run to very extreme styles in cut or trimmings, and yet are distinctively a new season's fashions. Among the favored furs are the Seal, black and natural Pony, Lynx, and the beautiful dark brown Sable. Many scores of superb specimens of these, personally chosen by our own furriers, will be on display, besides Persian Lamb, Pointed Fox, Mink, Russian Ermine, Copper Sable, Caracul, Chinchilla, etc. A typical Eaton coat is the long sealskin illustrated. Russian pony coats in long and semi-long styles are also very handsome.

But all the new Fur Fashions in Coats, Muffs, Neck Pieces, and Stoles, will be on display for your pleasure and information Monday.

—Second Floor—Albert Street.

More New Arrivals in Linens and Cottons

Because last buying trip was such a veritable windfall to the buyer with cash and big orders—we've never had better values to offer you. The new goods are here and the assortments and ranges of every line make choosing easy. Here are some examples of the saving prices. See them Monday:

ENGLISH LONGCLOTH—Full bleached, even weave, fine cambric finish, no dressing, 36 inches wide. Price, per yard 10

BORDERED CRASH AND CHECK 10

TOWELING—Strong weave, splendid wearing and very absorbent qualities, width 16½ and 19 inches. Price, per yard 6

PLAIN ENGLISH SHEETING—Full bleached, made from selected yarns, no dressing, even weave, 72 inches wide. Price, per yard 27

TABLE DAMASK—Full bleached, Irish linen, every thread pure, large range of handsome patterns and new designs, 64 inches wide. Price, per yard 55

—Main Floor—Albert Street.

THE T. EATON CO. LIMITED

190 YONGE STREET
TORONTO.