

# EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street  
orders are order boxes where orders or  
instructions may be placed. These  
boxes are emptied at 8.30, 9, 10 a.m.  
and 1, 4 and 6.40 p.m.

SAVE TIME — SHOP WITH A TRANS-  
FER CARD.  
Ask for a Transfer Card when you make  
your first purchase; each purchase is then  
added. You pay total at Pay-in Station.  
Basement.

For the Especial Benefit of the Out-of-Town Visitors Who Will Throng Toronto for the Great Canadian National Exhibition, the Store Will Feature During the Next Two Weeks

## An Advance Showing of Authentic Styles for Autumn in Moderate-Priced Apparel

A Formal Presentation of Which Will Take Place  
On Monday and Tuesday Next  
When There Will be Displayed an Interesting and  
Extensive Collection of

### Suits, Coats, Gowns, Skirts, Blouses, Furs and Hats For Women, Misses and Children

Exemplifying in Wide Variety and Attractive Form the New Vogue of the Narrow Skirt, the Long Tunic, the Close-fitting Sleeve, and the Fashionable Predominance of the Following Shades:

- |        |          |              |
|--------|----------|--------------|
| Mole   | Beetroot | Navy Blue    |
| Taupe  | Burgundy | Balsam Green |
| Madura | Purple   | Black        |

#### The New Suits Have Long Coats, Close-fitting Sleeves, and Narrow Skirts

TRIM-LOOKING indeed are the new suits with their long, semi-fitting coats and straight skirts. Some are in mannish, plain tailored styles, other show pleats, yokes and gathers, the belt being an almost invariable feature of the coat. Pockets and collars are considerably smaller than before, and black military braid and black bone buttons are in strong evidence by way of finish. Serge, gabardine, poplin, velours and broadcloth are the fabrics of first favor, with navy blue, taupe, balsam green, Madura brown, Burgundy, beetroot, purple and black as the shades of modish choice. At a price range of \$16.50 to \$35.00 will be shown a splendid selection of suits of this fashionable description, including many models in extra sizes for large and small figures.

#### Top Coats Show Straighter Lines and New Crush Collar

THERE IS AMPLE FULLNESS in the skirts of these Autumn Coats, but they hang down straight, instead of flaring outward, as in the season just past. Collars are wide and deep, and when fastened, crush into soft folds around the neck, the shoulder-points of many of them crossing over to button in front. The belt is an almost universal feature. Beaver, cheviot, velours, broadcloth, kersey and frieze are the materials of chief use, with Madura brown, beetroot, balsam green, navy blue, purple, black and mole as the favorite colors. There is a splendid variety of styles at \$15.00 to \$27.50.

#### The New Blouses Are All for Filmy-Daintiness

ALL the filmy becomingness afforded by Georgette crepe and the softest of crepe de Chine belongs to these blouses brought from New York for the early showing of Autumn styles. White, flesh pink and maize still prevail by way of shade, with bead and silk embroidery serving as ornamentation. Collars are flat and broad, and necks for the most part are V-shape. From \$3.95 to \$10.99 is a selection of styles that meets all needs and occasions.



#### Serge and Satin Dresses Are Immensely Smart

THE TAILORED FROCK of navy serge for informal wear; the softly draped frock of satin for afternoon and evening use — this is Fashion's idea of what your indoor costume should be for Autumn. But she offers other materials, too—crepe de Chine, crepe meteor and messaline in the way of silk, and gabardine and poplin in the way of cloth. And a delightful showing you will find in the Women's Dress Department of gowns of this description, moderately priced from \$30.00 to \$40.00—importations from New York and reproductions from our own workrooms. Black and navy predominate in the serge and gabardine models, while the fancier silk dresses include taupe, mole, Madura, navy, black, beetroot and balsam green.

#### Suits, Coats and Frocks for Misses

THE vogue of simplicity and the straight line is charmingly embodied in the youthful-looking garments designed for misses' wear. In these, too, is evidenced the fashionable fondness for navy blue, beetroot, nigger brown, balsam green, mole color and black. Serge, satin and Georgette crepe dresses will be prominent features of Monday's showing in the Misses' Department—prices running from \$8.75 to \$35.00. Also many variations of the new top coat with the crush collar, and the suit with the long coat and straight skirt—priced from \$18.50 to \$35.00. For college girls are some exceptionally attractive dresses of the middie blouse type in navy or black serge, priced at \$10.00.

#### Wolf, Lynx and Fox Are the Leading Furs

IT IS these long-haired petries that La Mode has prescribed for the muff and scarf, without which no fall wardrobe is complete. The same are presented for your wearing in three shades—taupe, Lucile (a soft, dark brown) and black. So far as styles go, the chief novelty is the cape-like neckpiece, sometimes square, and sometimes round, but always worn loosely on the shoulders. Many smart varieties of this may be had in wolf from \$16.50 to \$25.00; in lynx from \$27.50 to \$45.00, and in fox from \$25.00 to \$35.00, with muffs to match in the new round "canteen" shape at equally moderate prices. Hudson seal coats will be shown in all their handsome comfortableness at prices ranging from \$139.00 to \$345.00, the flat cape collars being one of their noteworthy features. Lynx, fox, sable, opossum, and Kolinsky are the furs most popularly employed for trimming. The muskrat coat takes on a new charm this season, being fashioned with particular softness and style. It will be shown in many designs suitable for motoring and general wear, from \$37.50 to \$260.00.

#### The Fall Mode in Millinery

Will Be Set Forth in a Most Attractive Display of

#### Dress and Tailored Headwear

Showing Fashion's Infatuation for the Velvet Hat  
With the Large Draped or Gathered Crown

Which Will Be Presented With  
Large, Small and Medium Brim

The designs ranging in size from the close-fitting urban to the huge picture hat rolling up high at the back or side.

Folds or flaring pleats of the velvet serve by way of trimming, with gaura mounts, ostrich bandings, and jet and metallic ornamentation adding their effective aid. The colors of chief favor are mole, purple, beetroot, mahogany and raisin brown.

The offering includes models from well-known hatters of Paris and New York, but special emphasis will be laid on the splendid collection of reproductions and original designs from our own milliners, at prices ranging from \$7.50 to \$15.00.

For Monday Morning at \$3.00—Smart velvet hats, fashioned by our milliners, for special selling at \$5.50. These include large and small designs, showing the fashionable tan, melon and draped crowns, with a color choice of mole, Cuban brown, navy blue, balsam green, purple and black. Monday morning, special at \$5.50.

#### Separate Skirts Show Many Pleats

TO ACHIEVE the straight line of reasonable vogue, the new skirts make liberal use of pleats. Tunics and flat draperies are likewise employed on many of those for afternoon use. For the latter, black satin is the fabric in highest favor, while striped faille and taffeta in combinations of green, navy and brown are also approved of La Mode. Of such skirts there will be shown a wide selection at prices ranging from \$15.00 to \$35.00. For knockabout wear is a group of attractive styles in navy and black poplin at \$7.50, and in the ever-popular black and navy taffeta silk are many pleated and gathered effects at \$5.95 to \$13.50.



#### Everything Goodful and New for Children

THE showing will not be unkindful of the schoolgirls and little tots. In the Children's Department will be shown dresses and coats of new Autumn for little girls of 6 to 14 years old, including such smart blue serge jumper and high-waisted frocks and such wonderfully nice grey chinchilla coats! And in the Infants' Wear Department the Autumn needs of little girls and boys of 2 to 6 years will be met by a most attractive offering of indoor and outdoor dresses, velvet, cloth and washable suits, reefer and full-length coats, and every new variety of romper.

You Are Cordially Invited to Visit the Display and to Take Advantage of the Various Conveniences the Store Affords—The Waiting and Rest Room, Third Floor; The Information Bureau and Post Office, Main Floor; The Free Parcelling and Checking Desk, in the Basement.

THE T. EATON CO. LIMITED