

Mark Envelopes for Mail Orders for Goods on This Page "City Ad."

The Gem Danes Folio for 1911 (Instrumental Only). Price 25c.

EATON'S DAILY STORE NEWS

Grand Display of Paris Costumes on Living Models Will Mark Our Formal Showing of Autumn Styles

The Women's Suit and Dress Section will be converted into a French boulevard on the occasion of its formal Fall Opening on Wednesday.



Not only will it be Paris gowns that will be shown—but Paris gowns of such account that their distinguished originators deemed them fit to be exhibited on living models before the grand stand at the famous Grand Prix Race Meet. We have secured these masterpieces—the creations of some of the most famous modistes of the French capital—and shall likewise display them on living models in our own showrooms on Wednesday, from 10 to 12 o'clock in the morning, and in the afternoon from 2 until 3.30 o'clock. And that the true atmosphere of their native element may be retained, the true spirit invoked, a wide promenade will be arranged that the models may pass back and forth, permitting their lovely toilettes to be viewed to the best possible advantage.

The event will signalize the vast extension of our department devoted to imported dresses. Rooms specially equipped have been apportioned for the showing and fitting of garments of this exclusive class, and the collection of frocks that has been installed is as noticeable for the happy moderation of price involved as for its scope and beauty.

Among the gowns typical of the array is one by Drecol, of Paris—a truly artistic conception of the effective qualities of king's blue chiffon satin veiled in black marquisette, heavy blue soutache applique decking the bodice and defining the hobble band at the foot of the skirt. It is priced at \$175.00



The surprising possibilities of \$46.50 are demonstrated in another Drecol production in apricot satin with handsome overdress of black lace, while procurable at \$65 is one of Redfern's triumphs in black crepe de Chine, the long sinuous tunic being bordered in black and gold embroidery, and the corsage showing an underyoke of French ivory lace.

The Display of Suits Covers all that Stands for Style, Variety and Good Value

The long, narrowing, unadorned lines popularly recognized as the silhouette effect, supplies the keynote to our elaborate presentation of coats and skirts for Fall and Winter wear. Coats range from 32 to 36 inches in length, the collars showing a greater capacity for protection of the throat. Favoritism in fabrics rests upon diagonal chevrons, pearl serges, heather mixtures and broadcloths. Though black claims a larger share of patronage than usual, the appearance of more pronounced colors is at the same time noticeable, mustard, tan, king's blue and moss green being prominently to the fore.

And these phases of the current modes are expressed in our showing a multitude of foreign and domestic productions in suits at prices slowly climbing from \$15.00 upward; smart, well tailored, natty finished costumes that represent the fullest measure of good value.

The vogue of the Long Separate Coat is well attested in a liberal showing of varied designs, while the ever useful walking skirt has a host of attractive representatives at prices to suit all pocket-books.

You are cordially invited to inspect the display. The parade of models will be in progress between 10 and 12 a.m. and 2 to 3.30 p.m.



The Early Shopping Inducement—Lovely Parisian Gowns \$25

To add special buying interest to the great opening occasion we've added to a very special purchase we made in Paris many beautiful dresses from our own department, making a collection offering very good variety to the first choosers. There are silk dresses, all-wool dresses, hand made and hand embroidered; white lingerie dresses (some slightly soiled), and others. Mostly sample dresses, and an offer worth coming early for. Wednesday, each... \$25.00

As a special inducement to shop early Wednesday, we offer a limited number of Women's Voile Skirts at a very low price. Splendid quality all-wool, crisp, even weave voile. A fashionable gored design, with plain front panel, trimmed with six rows of silk; one of the best skirt offerings of the season. Good range of sizes. 8 o'clock prices... \$5.95. —Second Floor, James St.

An 8 o'Clock Offer of Voile Skirts, \$5.95

Smart Little Serge School Dresses

"College," sailor and three-piece costumes of natty design and moderate price, a strong feature of the Fall display in the Children's Section.



The neat little frock depicted in the illustration is a pleasing representative of the splendid assortment of dresses and coats we have provided for the school-girl of six to fourteen years of age. This gown in particular is, as will be seen by the picture, of the popular "College" type, with the true "Co-ed." fold at the bottom of the blouse. It is developed in fine serge, trimmed with silk braid, and has full pleated skirt. The colors available are brown, navy blue and red. The prices are as follows:— Sizes: 6 years, \$4.25; 8 years, \$4.50; 10 years, \$4.75; 12 years, \$5.00; 13 years, \$5.25; 14 years, \$5.50. Among the comprehensive showing of sailor dresses is the following line at \$2.50 to \$3.75, according to size, the range of which runs from 6 to 14 years:— Girls' Sailor Dresses, made of all-wool English serge; sailor collar; cuffs and tie trimmed with narrow white and navy silk braid; pleated skirt; lined throughout. \$2.50 to \$3.75

A Line of Three-piece Suits is obtainable in all-wool serge, in navy, green and brown; they consist of full pleated skirt, with jumper attached, trimmed with silk military braid and small buttons, and smart, semi-fitting coat, with straps across back; fancy pocket and cuffs finished with silk braid and buttons; coat lined with extra quality sateen; sizes to fit 8, 10, 12 and 14 years. \$10.00

French Pattern Hats

This selling of Pattern Hats means the offer at half-price and less of exclusive productions of such milliners as Germaine, Louison, Georgette, Maurice Leontine, Marie Louise and the Maison Virot. The collection will be reduced as follows for Wednesday:

- 10 models at \$50.00 each
- 4 models at \$35.00 each
- 4 models at \$25.00 each
- 4 models at \$18.00 each

Chicago Ready-to-Wear Hats Greatly Reduced

Smart Tailored Hats from \$9 to \$25. Chicago, the headquarters of Gage, Fisk, and other famous hat makers, is the supreme source of American "tailored" millinery. On Wednesday we shall place on sale thirty Chicago models of this ready-to-wear type at prices ranging from \$9.00 to \$25.00, amounts that represent but half their regular cost. These hats have all the inimitable smartness associated with the names of their originators, and are an admirable provision for Autumn wear with the plain street costume.



—Second Floor, Yonge St.

Coats and Dresses for the Little Folks

Special Prices in Garments for the Little Kids of Five Years and Less. Children's Flannelette Buster Style Dresses—Made with box pleat back and front; panel front and cuff edged with white piping; colors sky, red, pink and navy; size 2, 3 and 4 years. Price... \$5.00. Children's Bearcloth Coats—In imitation fur; pointed collar; trimmed with silk braid; finished with silk tie; lined with warm flannelette; sizes 22, 24 and 26. \$2.50

Women's Kid Gloves, 25c

Some Were More Than Double the Price. Kid and Lambkin Gloves—With two dome fasteners, oversewn seams and Paris points; colors tan, mode, beaver and brown; sizes 5 1/2 to 7. Wednesday... 25c. We cannot promise to fill 'phone or mail orders. —Main Floor, Yonge St.

Good Values in Women's Hosiery

Women's All-wool Cashmere Hose, Llama, made from fine cashmere yarn; seamless feet and fashioned leg; double sole, heel and toe, 39c. Women's Plain and Embroidered Lisle Thread and Cotton Hose—Full fashioned; double sole, heel and toe; stainless dyes; sizes 8 1/2 to 10; tan and black. Reduced to 18c, or 3 for 50c. —Main Floor, Yonge St.

Taffeta and Satin Ribbons

Special Taffeta and Satin Ribbon—In a large range of colors, including white: cream, sky, pink, Nile, navy, rose, old rose, red, cardinal, moss, emerald, tan, brown, Alice, prunell, purple, grey and black; broken lines of ribbons, suitable for millinery and dress trimmings, sashes and hair bows; widths 5 and 6 inches. Reduced for Wednesday selling to... 15c. —Main Floor, Yonge St.

Pictures & Mottoes, 12 1/2c

Dainty little Pictures, quite out of the ordinary, and a great variety of scenes and mottoes. Many mottoes are finished on a double mount, giving a beautiful color effect; a dainty colored ribbon is attached to mount. Others of larger size, in sepia finish, that are mounted on mottled brown mounts, depict landscapes, water scenes and figure subjects. Such pictures as you'll want to choose for the den or bedroom. Wednesday... 12 1/2c

Many Good Pictures at \$1.19

Appreciative birthday gifts or wedding presents; beautiful toned pictures, many being copies of famous paintings. In the lot are sepia tones, photo colors and black and white—30 different subjects—The Forum, Coliseum Ruins, Dance of the Nymphs, Alone, and others of equal merit. Pictures are fitted in imported frames of gilt sweep and gold leaf burnish, mounted with ornamental corners and centres, in a size 16 x 20 inches. Each... \$1.19. —Third Floor.

White Petticoats Reduced

Women's Skirts—Made of fine quality cotton, finished with double flounce of wide skirting embroidery; dust ruffle; lengths 38, 40 and 42 inches. Wednesday... 96c

Women's Underwear Low Priced

Vests and Drawers Reduced to 28c. Women's Vests and Drawers—Ribbed cotton or merino (wool and cotton mixture); vests high neck, button front and long sleeves; drawers ankle length, both styles; sizes 32 to 38 inches; color white and natural. Wednesday, per garment... 28c

Maids' Aprons Half-price

Maids' Aprons—Made of fine quality lawn, with fancy bibs of fine embroidery and good wide skirts. Wednesday, half-price... 20c. —Second Floor, Centre.

An English Derby, \$1.50

There's a slight deviation in the style of this season's derbies, which gives a very smart appearance. The brim being flat set, with a moderate curl, in many cases is a little narrower than a previous season's style. A derby that, from its shape promises to have a good run is of black fur felt, with a medium high, full-shape crown, with rounded corners and brim in style as told above; the band and binding are of pure silk, with a cushion sweatband of calf leather. Price... \$1.50



Men's Fur-lined Coats, \$19.95

10 only in this lot; it's an early season purchase for economizing buyers; the lining is of fine Kaluga, a very warm fur, with exceptionally good skins, which are evenly matched throughout body; has large storm collar of fine mink marmot; the shell is of black beaver cloth, with double-breasted front and full box back. Each... \$19.95. —Main Floor, Queen St.

THE T. EATON CO. LIMITED