

EATON'S DAILY STORE NEWS

The Second Grand Millinery Occasion

The path of Millinery fashions is full of pitfalls, and in no part of the gowning of women does Dame Fashion prove her fickleness so fully as in her changeable Millinery moods.

Not that styles have undergone any radical change! The large hat still predominates for occasion of dress, though the smaller hats are quite appropriate for street wear.

But a new and very insistent style that is coming "to see the season out" is the "flat" hat, broad and low, with trimmings that sweep round the crowns.

Dozens of Them Grace the Occasion Monday

Bandeaux of feathers or flowers completely encircling the crown, and, of course, ostrich plumes are used in profusion.

Silk and satin hats, with silk cording diagramed around brims, plush hats and the new mushroom hats will have prominence.

And the Fur Hats will make their advent—exclusive creations in black lynx and natural mink.

We invite you to view these distinctive changes in the season's Millinery styles in the salesrooms Monday.

SECOND FLOOR—YONGE ST.

6000 Yards Dress Goods, Monday, at 35c

During those hot, rainless weeks, when the weather WOULD stay hot—in spite of the almanac and the wishes of everybody—several lines of dress goods were tardy in moving out. Now we've taken the drastic method of price-cutting 6000 yards of these new fall materials to FORCE THEM OUT. Here are some of the weaves:

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|--------------------------------|-----------------|
| FANCY PANAMA WITH SELF STRIPES | FANCY WORSTEDS |
| FANCY H E A T H E R MIXED | PLAIN PANAMAS |
| TWEEDS | PLAIN VENETIANS |
| FANCY TWO-TONED AMAZONS | PLAIN SERGES |
| FANCY CHEVIOTS | PLAIN POPLINS |
| | PLAIN CHEVIOTS |

Widths range from 42 to 52 inches; all goods perfectly new, and blacks, browns, navys, greens, and other colors IN EVERY LINE. Savings so plain to every woman that we waste no words emphasizing them. See Yonge Street windows. Ready at store opening, Monday, to serve everybody well. Cannot promise phone orders for any particular shade or weave. The sharp price, per yard **35c**

MAIN FLOOR—YONGE STREET

A Splendid \$3.50 Boot for Men and Women

The "Excelsior" is the best-like boot we've ever had at \$3.50. Made by an old reliable firm. The "Excelsior" is a boot of unusual style and good fit. Complete assortment of fall shapes now on display, and we invite you to see them Monday.

MEN'S "EXCELSIOR"—In fine glossy vici kid, box calf, velour calf, gun metal and box calf; wet proof soles, Goodyear welted. Pair **3.50**

SECOND FLOOR—QUEEN STREET

Dresses and Coats for Little Girls

This section is filled with unusually pretty clothes for little folks. This will tell you of new dresses and coats and of an interesting saving in a warm dress for the little girl.

Clearing These Serge and Tweed Dresses—

Several styles, one with box pleats back and front, pointed yoke and cuffs braid trimmed; some have yokes of colored serge with silk piping, other styles have embroidered front panel, wide tucks and soutache braiding; killed skirts; navy, cardinal and tweed mixtures; very much reduced to, each **2.49**

Wash Dresses—High-grade galatea, sky, pink, tan, green and brown with white; made in tailored princess effect, trimmed with large pearl buttons, fancy sleeves; skirt killed; sizes 8 years, \$2.75; 10, 12, 13 and 14 years **3.00**

WHITE LAWN DRESSES—Mother Hubbard silk, square yoke of tucks and valenciennes insertion; neck and sleeves finished with beading, ribbon and lace; skirt has rows of insertion, tucking and lace-adedge; for 6 months, 1, 2 and 3 years; each **1.10**

Fall Coats—Plain and checked cloths in black and white, navy, green, Copenhagen and brown; box style, lap pockets, fancy buttons, some with velvet collars and cuffs; sizes 22, 24 and 26 inches. Each **2.50**

SECOND FLOOR—CENTRE

These German Dresses—Made in a tailored style, just what your little will need for school wear; the blouses are made in a variety of sailor styles, percale lined, wide belt attached; detachable wide sailor collars and cuffs of drill, in varying shades of blue trimmed with soutache braiding; some have the new box pleat down sleeve with embroidered emblem; some trimmed with brass buttons; skirts killed with underwaist attached—in underwaist is deep tuck to vary the length; large piece of cloth for mending attached to each dress; prices from 2 years at 2.50, to 14 years at **14.00**

Cream Mohair Coats—Imitation polar bear, box back, deep round collar, finished with silk tie and frog fasteners; eiderdown and flannel lining; lengths 22, 24 and 26 inches. Each **3.00**

SECOND FLOOR—CENTRE

The New York Model Suits to Leave

We have forty-two suits in forty-two distinctive styles that, to hurry them away, have had many dollars clipped from their price.

Distinctive, well cut, fine-fitting Suits, in practical mannish Worsteds and Cheviots, and in stylish novelty Panamas and imported Broadcloths. New style 34 and 36-inch coats, fitted and semi-fitted, plain, or with silk and Persian braid trimmings, lined with striped silk or satin. In black, blue, brown, wine, green, grey and novelty stripes. All sizes in the collection. This price, Monday. Each **17.50**

A New Empire Coat First Time Shown

Seven-eighths length, made in fine imported Broadcloths, and a reproduction of handsome New York styles, with fine silk braid trimmed. We have only 55 of these new Empire coats in black, blue, brown, green, and the style will not be duplicated. Special value Monday. Price **13.50**

Women's Fur-lined Coats

Shell of Austrian chiffon broadcloth, lined with best grade muskrat fur, large storm collar and revers of natural full furred sable. Colors black, blue, brown and green. All sizes. Specially priced. Each **52.00**

100 New Voile Skirts

Another shipment of those Voile Skirts, which sold so quickly last Monday. A stylish full pleated design, trimmed with two circular folds and strappings of silk. Price **6.95**

SECOND FLOOR—JAMES STREET

MEN!

Here are Six Special Price - Offerings that will save you money

TO-DAY

BOOTS: Fall and Winter styles and weight—sizes 6 to 11. Half of them reserved till noon (or 12.30). Save dollars; per pair **\$2.50**

FALL OVERCOATS: with silk-faced front and lapels, made of black vicuna cloth, length 42 inches, sizes 35 to 44; today **\$6.95**

SHIRTS: 3,500 stylish negligé shirts in black-and-white and blue-and-white stripes, checks and figures; each **.50**

NECKWEAR: Knitted and choice silk, French seam, four-in-hands; each **.19**

SWEATERS: Wesouts and buttoned sweater coats. Tremendous price lowerings; each **.98**

UMBRELLAS: Best silk and wool covers, handles mounted in rolled gold and sterling silver. With case **\$2.37**

Women's Underwear Prices for Monday.

These three "specials" come just at a time when most women are buying their heavier underwear. We lay particular stress on the first item, it's fine all-wool, and it's very seldom we can get such quality to sell at 55c, so come Monday to take advantage of the savings.

Women's Vests and Drawers, fine all-wool; Vests are high neck, button front, and long sleeves; Drawers are ankle length, white and natural. Sizes 32 to 40. Clearing, Monday, at **.55**

Women's Vests and Drawers, fine imported natural wool; Vests are high neck, long sleeves and button front; Drawers are ankle length. Sizes 32 to 40. Monday **.79**

Women's Vests and Drawers, fine ribbed cotton; Vests are high neck, long sleeves and button front; Drawers are ankle length, colors white and natural. Sizes 32 to 40. Monday **.25**

SECOND FLOOR—YONGE ST.

Monday's Prices for Blankets and Flannels.

We feel the need of warmer blankets these cold nights, and this is only the beginning; the real cold weather isn't far off now. The extra big value offered in this first item is a strong inducement to bring you a-buying Monday.

Blankets, unshrinkable white wool, made from good, clean stock, thoroughly scoured, no grease or burrs, carefully napped, pink or blue borders. Size 60 x 80 inches. Monday, pair **2.09**

Blankets, grey or white flannelette, heavy, close weave, best Canadian make, well napped, fancy borders, largest double bed size, 70 x 84 inches. Monday, per pair **1.10**

Eiderdown Comforters, English down proof sateen coverings, choice designs and colorings, fancy quilted pattern, well filled. Size 72 x 72 inches. Monday price, each **4.73**

Canadian Striped Flannelette, good, firm weave, soft pure finish, light or dark patterns, fast colors, 30 inches wide. Monday price, yard **.61**

Grey All-wool Flannel, thoroughly scoured, no grease, made from selected stock, in plain or twilled weaves, in light or dark shades, 26 inches wide. Monday price, yard **.18**

We Would Like to Introduce to You Our New Home Furnishings

The new Furniture, Carpets, Draperies and Wall Paper stocks have never presented so complete a selection, nor such advantageous prices. On Monday we will demonstrate that fact to your certain satisfaction by a lavish, world-representative showing of the newly-arrived goods. A few values are quoted below. But the great thing is to COME and SEE. Come Monday.

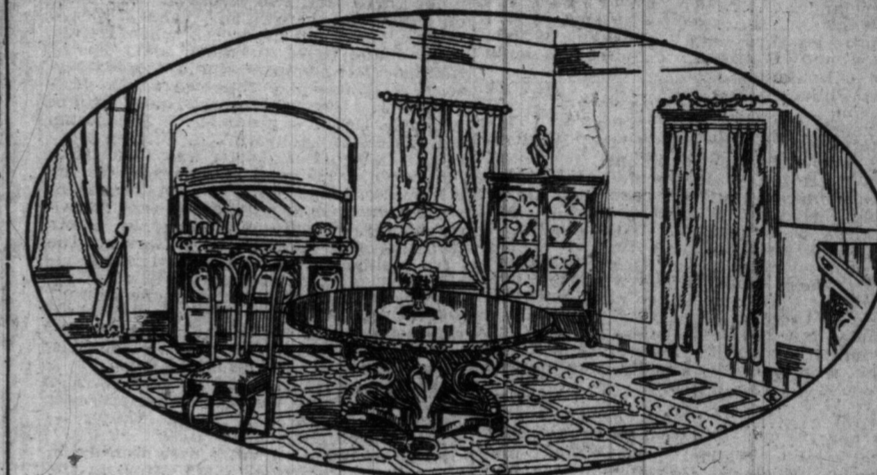
The Many Furniture Arrivals Include:

- Mission Furniture for the Library, Den or Living Room, in Early English fumed oak finish, upholstered leather seat.
- SMALL CHAIRS**—\$2.75 to **5.25**
- ARM CHAIRS**—\$7.75 to **15.50**
- ARM ROCKING CHAIRS**—\$7.75 to **23.75**
- ROUND and SQUARE TABLES**—\$4.50 to **14.00**
- COUCHES**—Loose cushions, real leather, \$35.00 to **45.00**
- HIGH-CLASS PARLOR TABLES**—Choice quarter-cut oak, golden finish, handsome design, highly polished, 24 x 24 inch top, fancy deep rim, shaped legs, large lower shelf, brass feet with glass balls, all well finished; price **4.90**
- ALL-BRASS BEDSTEADS**—New and popular designs, 2-inch posts, large knobs, heavy upright fillings.

FOURTH FLOOR

- extended foot end; these beds are superior in style, construction and durability of laquer, in polished or dull finish; size 4 ft. 6 in. wide, 6 ft. long; price **22.90**
- ALL-BRASS BEDSTEADS**—Large assortment of designs, with straight and continuous posts, round of square, polished or dull finish, unsurpassed for beauty, unexcelled for construction and durability of finish; ranging in price from \$25.00 to **100.00**
- SAMPLE DRESSERS**—Choice quarter-cut oak and mahogany, comprising large variety of sizes and styles; well finished, beautifully polished; ranging in price from \$15.50 to **65.00**
- DRESSERS AND WASHSTANDS** to match for large or small rooms, in choice quarter-cut oak and mahogany; some new designs, exceptionally well finished, fitted with square or oval mirror; large and small drawers; \$21.00 to **68.00**

Among the New Floor Coverings Are:



ENGLISH WILTON AND AXMINSTER CARPETS

Many of them exclusive designs, including the rich Oriental for dining-room, den or library, also rich handsome floral and conventional effects for drawing room, parlor and reception rooms, also the small neat two-tone effects for bedrooms, halls and stairs, ranging in price from, per yard, \$1.35 to **3.25**

ENGLISH BRUSSELS CARPET

The most important section in our department is the ever-wearing Brussels, practically the most economical fabric for floor covering, the designs and colorings are more extensive than ever shown before; conventional and floral effects, also the rich Orientals, 3/8 border, 3/4 stairs to match; prices, per yard, from 90c to **1.50**

ENGLISH TAPESTRY CARPETS—Complete range of colors and designs, including the best 10-wire goods made, equal in wear to a medium priced Brussels; good styles and coloring and a large extensive range of qualities; prices range from, per yard, 45c to **.90**

SEAMLESS RUGS—An extensive range imported from the best English and Scotch makers; rich two-toned effects, with illumined borders, also artistic medallion and Oriental styles, sizes suitable for almost any room, from 6.6 x 9.8 at \$12.50 to 10.6 x 13.6 at **43.50**

THIRD FLOOR

ORIENTAL RUGS—Bought direct from the Orient; space will not permit us to describe all the qualities; we have on display the small Shirvan mats to the most exquisite Persian silk rugs ever shown, also the Tabriz, Kermanshah, Anatolian, Muschhabad and Shiraz; ranging in price from \$4.00 to **435.00**

INLAID LINOLEUM

We are showing a most complete range from the best makers in England and Scotland, beautiful parquet effects; also rich effects in floral, block and tile designs; price, square yard, 75c, 90c, \$1.10 and **1.35**

JAMES STREET

Wall Papers: Luxurious and Practical

TAPESTRY AMERICAN WALL PAPERS—In correct designs for dining-room, hall and library, in all the latest colors, wood shades, dark browns, red, green, etc., single roll **.50**

ENGLISH DRAWING-ROOM PAPERS—Independent side wall only, beautiful soft shades of old rose, greens, blue, ivory, in the two-tone effects, single roll **.65**

PRESSED HAND-MADE DRAWING-ROOM RELIEF PAPERS—These particular papers form one of the highest class drawing-room decorations; the rich colorings of cream and green, on light backgrounds, bring the pattern out in splendid relief effects; price **1.35**

THIRD FLOOR—QUEEN STREET

JAPANESE LEATHER WALL PAPERS

Late arrivals in handsome effects to imitate carved woods; these high-grade papers are made from bark of trees, by natives of Japan; they are washable, damp proof in every way, serviceable for hallways, dining rooms, dens, etc.; this style of wall paper can form many high art decorations, some of the designs are panel, foliage, imitation but-laps, grapes, etc.; yard, 40c to **1.50**

FRENCH, GERMAN AND ENGLISH WALL PAPERS—For bedrooms, in stripe, floral and broken designs, large range to choose from, in big variety of pretty shades, light and dark, single roll **.15**

In the Drapery and Curtain Section

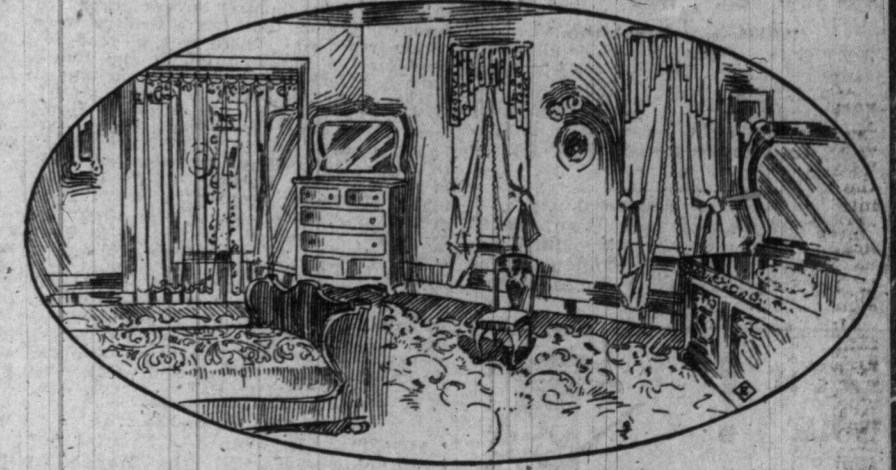
ENGLISH SATIN BROCADES—50 inches wide, a beautifully rich and decorative material for hanging and upholstering purposes; in shades of rose, green, gold, brown and red; a good range of artistic designs to choose from; these goods were a special purchase at very considerable reduction to us; you will receive full benefit; price, per yard **2.00**

ENGLISH SILK VELOURS AND PLUSH—50 inches wide, full list of plain colors, in very rich tones of crimson, green, gold, etc.; especially suitable for drawing room, dining-room, hall or living room, portieres or valances; absolutely new season's goods, bright and beautifully finished; per yard **3.00**

SAXONY BRUSSELS CURTAINS—The finest and daintiest drawing room curtains to be procured, made from the best grades of French net, the delicate designs and tracings all done by hand, ensuring the best of wear; in this make of goods we carry an extensive range of patterns from which can be selected a pretty curtain at a moderate or high price; prices range from, per pair, \$5.00 to **45.00**

ARABIAN AND RENAISSANCE CURTAINS—Our assortment in these goods show to better advantage than the samples from which they were purchased. The exquisite designs include medallion, floral, conventional and heavy lace and insertion effects, all applied on the finest quality French and Swiss net, finished, with beautifully woven borders; size 50 inches wide, 3 yards long; in white, ivory, ecru and linen shades; prices ranging, per pair, from \$5.00 to **25.00**

THIRD FLOOR—YONGE STREET



VENICE POINT CURTAINS

A somewhat heavier make than the Brussels, come only in ivory, giving a rich effect to any drawing room or dining-room window; a good range of designs mounted on fine quality net, very durable; the designs are quite different from the ordinary scroll or medallion centres, in fact, are real novelties; the richness and beauty of make can only be appreciated by having a look through our line; prices range from \$10.00 per pair to **25.00**

FRENCH MOIRES, FLORENTINES AND REPS—In an abundance of designs and colorings, striped, floral, medallion and art nouveau effects, in blue, rose, gold, green, crimson and champagne shades; these materials are used principally for drawing-room hangings, wall coverings, portieres, valances, etc.; the designs have never before been shown in these; the assortment never more complete; per yard, \$1.25, \$1.50 and **2.00**



T. EATON CO LIMITED