

# New Fall Millinery

This Season is more important than any heretofore because of a wider range of styles, greater experience and the investment of many thousands of dollars in excess of other years.

We recognize the importance of maintaining a certain leadership in Millinery. The fact that WE DO LEAD needs no argument.

Larger results await greater efforts. We have had the unquestioned pick of all that is newest and best. The variety defies advertising.

If your mind and ours are to meet on this Millinery display so that the bigness of it and the style, the handsome goods and splendid values, it must be in the store or through the Mail Order system. Words by type or voice fail utterly.

In order to emphasize the great values we are offering, here are a few items, picked at random. Scores of other important lines space will not allow us to mention.

Fancy Feathers at.....	\$0 05	New Shot Ribbons, per yard.....	\$0 45
Fancy Feathers at.....	0 10	Double Satin Ribbons, No. 16, all colors, per yard..	0 20
Fancy Feathers at.....	0 15	Double Satin Ribbons, No. 22, all colors, per yard..	0 25
Fancy Feathers at.....	0 25	Pretty Jet Bonnets, each.....	0 25
Black and Colored Ostrich Tips, three in a bunch...	0 25	Jet Sprays, each.....	0 10
Black Ostrich Feathers.....	0 75	Felt Flop Hats, special, in all colors, usually sold at	
Velvet Roses, six in a bunch.....	0 25	50c. each .....	0 25
Shot Velvets, in all the new combinations, per yard	0 75	Trimmed Walking Hats, each.....	0 50
Black Silk Velvets per yard.....	0 75	Cloth and Velvet Tam o' Shanter, each.....	0 75
Colored Silk Velvets, all the new shades, per yard..	0 90	Black Hackle Neck Boas, each.....	0 15
Black Birds (small) each.....	0 10	Black Ostrich Neck Boas, \$3.00 up.	
Real Black Parrots, each .....	0 75	Long Black Ostrich Boas, rich quality, \$9.00 up.	
Fancy Ribbons, Cashmere effects, per yard.....	0 40	Black Ostrich Feather Trimming, 50c. per yard up.	

Mail Orders will receive Prompt and Careful Attention.

190, 192, 194, 196, 198, 200 Yonge St.,  
10 and 12 Queen Street West,  
13, 15, 17, 19, 21, 23, 25 James St.,  
15, 17 and 19 Albert Street,

All Under One Roof.

BUYING OFFICES:

7 Warwick Lane and Warwick Square,  
LONDON, Eng.

THE **T. EATON CO.**

LIMITED.

190 YONGE ST, TORONTO.