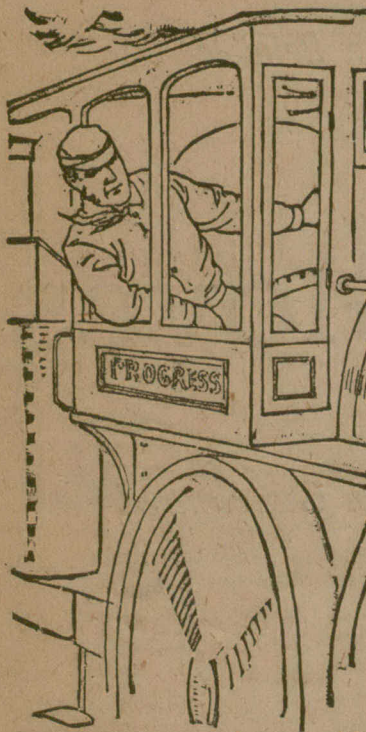


"September comes with brightening sky,
And ripened fruits and golden grain."



THE sultry heat of July and August having, as it were, melted away, we hail with pleasure the clear light and rich sunsets of September's sky.

During these two hot months, however, we have been by no means standing still. For while at home our "Early Closing Sale" has cleared the shelves of unseasonable goods.

With our motor "Progress" and "Onward" at the throttle valve, we have belted the globe, and in the selection of our Fall

stock and the completeness of its range, we are pleased to say, we have bettered any former season.

Prices always right.

Our Fashion Sheet and Store News for September, containing a complete price list for the use of our Mail Order customers and intending visitors to the Exhibition (September 7th to 19th), will be cheerfully sent on application.

This store is constantly reaching out after things you're likely to need. The second floor is a little world of wants in itself. Here the household idea of art-comfort, harmony and luxury, all in one, is nearing perfection. The first of these two requisites may be had without the last. We threw that word "luxury" in so that you'd get away from the idea that we were dabbling in cheap art. Anything rather.

Many different styles of draping give the idea of what there is to do with. Designers to do it for you, or show you how to do it for yourself. Odd pieces in furniture to teach effect. Pictures that add beauty.

And, what's better, the whole as perfectly at your command as though your own—whether you have to furnish a house or re-upholster an old chair. We call it art service. We've a right to the name.

But if this be art service, what about the carpets that're on the same floor? There's hardly a hint of anything better the country over. There's hardly a particular want in some particular style that isn't met. You tumble right against just what you've been looking for, and then wonder why you didn't know you could get suited so easily before. At least that's what hundreds are doing every day, as much in luxurious moquettes as in ordinary tapestries.

Nor is that all. Down in the basement, roomy and well lit, housekeeping helps crowd each other for recognition. We find a growing interest in the selling of kitchen utensils and home outfittings on a dry goods basis. Sales endorse the business most assuredly.

There comes a time in the lives of most women when the fashions cease to fret and the shifting styles no longer cause concern. Comfort and durability become considerations of vastly more importance than the prevailing modes, while the sober blacks and soft grays harmonize far better with the feelings than with the latest Parisian shades. One of our business aims has been to build up the branches of the trade which cater to the special wants of those who're treading the sunset path of life.

Men fight shy of buying where women buy so much. Think there must be something womanish about it. And yet, which makes the pennies buy more? And is it always woman's sagacity, or do the "dry goods profits" figure in the consideration?

We sell clothing and hats and boots for men just as we sell ribbons for women. Put our best energy into buying right, and sell as we buy.

To people after boots and shoes. We know how to get good shoes and how to sell them at a price cheap shoes are usually sold at. (There's a sentence that interests everybody, you as much as anybody else.)

190, 192, 194, 196, 198, 200 Yonge St.
10 and 12 Queen Street, - TORONTO. } All under One Roof

T. EATON & CO.