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# EATON'S DAILY STORE NEWS

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## A Preliminary Showing of New Styles For Fall In Millinery and Wearing Apparel For Women, Misses and Children

Will Begin on Monday and Continue The Following Days With An Interesting and Extensive Showing of Hats, Suits, Dresses, Coats and Blouses At Strictly Moderate Prices In Which Will Be Introduced The New Silhouette of The Straight Line

The Tendency in Gowns and Cloaks Being All Towards the Long, Drooping Effect

*Suits Exploit the Long, Graceful Redingote*

*Top Coats Have Melon and Leg o' Mutton Sleeves*

FASHION is of one mind concerning the new suits—that skirts shall be plain and full and coats long and semi-fitting, the waistline defined by braid, stitching or belt, and the shoulders ornamented with a wide-spreading collar of the cape or sailor variety. The exhibit in the suit department will exemplify the vogue, showing furthermore that wool velours, gabardine, wool poplin and serge are the materials of first favor, with plum, purple, blue, brown, mahogany and green the colors of chief importance. As for fur trimmings, they are more insistent than ever, with skunk and such smooth peltries as kolinsky, mole and seal rat (Hudson seal) as the most fashionable.

*Suits, Coats and Dresses for Misses*

THE easy-fitting, curveless line of the new mode is nowhere more happily employed than in the youthful garments for misses and juniors. It characterizes suits, gowns, coats and skirts, as will be seen in the special Autumn display in the department on Monday. From clever New York tailors who specialize in juvenile apparel have been procured a notable offering of models in sizes 14 to 20 years—Russian blouse, one-piece, and long-waisted dresses in satin, crepe meteor, taffeta, and, of course, in the fashionable navy serge; Norfolk and sacque suits in wool velours, gabardine, broadcloth and checked velours; and coats in long, loose, wide-sleeved styles in chinchilla, tweed and wool velours.

*Blouses in Autumn Suit Shades*

TO MAKE of your tailored suit a complete costume—this is the aim of the Autumn blouse. And very charmingly does it achieve its mission, being fashioned of Georgette crepe, crepe de Chine, and satin in the deep, rich tints of purple, plum, blue, brown and green which Fashion employs in the season's suitings. Collars are wider and longer than ever, many of them taking on the proportions of small capes, and Soutache braiding and bead embroidery are prominent by way of decoration on both French and American models.

*Coats and Dresses for School Girls*

IN these, too, is evident the vogue of the straight line. In dresses for girls of six to fourteen, the long waistline, loosely belted, is the prevailing mode, the one piece gown figuring prominently in the display of charming little New York models in blue green and brown serge. Russian blouse and middie dresses contribute to the same long, straight effect. Coats for school girls are of wool velours, zibeline, chinchilla and other soft, warm cloths, some in plain-tailored ulster style, others exploiting velvet or fur collars. Mothers of young daughters will find this display immensely interesting.

THICK soft materials compose them—materials such as heavy wool velours, zibeline, fleece-finished chevots, snowflake and heather tweeds, with plush promised a big vogue for later use. They are longer than they have been for several seasons past, reaching within a few inches of the hem of the gown, also infinitely more roomy, with the fulness of the great swirling skirt beginning at the shoulders, the collars stretching out wide or rolling up to envelope the throat, and the sleeves spreading out at the elbow in leg o' mutton or melon shape, the flare gathered into a deep cuff. A small multitude of models embodying these features—coats for motoring, traveling and street wear—will be on view in the cloak department at prices well within reach of the average pocketbook.

*The Long Line Dominates*

THE Russian blouse, the beltless basque, and the curveless bodice of the Moyen Age—all these are employed that Fashion's latest craze for long line may be achieved. Skirts, though immensely full, are inclined to droop rather than flare, being frequently laid in pleats. That tremendous favorite, the blue serge dress, will be represented by some wonderfully smart models, together with a charming galaxy in taffeta, crepe de Chine, satin, charmeuse, crepe meteor—the lustrous satin-finished fabrics carrying the seal of special favor, in which the afternoon gowns, navy blue, brown, mahogany, taupe, grey, deep plum and purple are the fashionable colors.

*Separate Skirt-Fronted Yokes*

GATHERED, pleated or gored—whatever the nature of the skirt may be, the yoke is likely to add itself to the hip line in some smart form or other. Plain velours, checked velours, wool poplins, and a soft Thibet cloth are the modish fabrics—the most approved colors being navy blue, Hunters' green, Java brown, and combinations of tan and brown, black and white, and green. All of which will be demonstrated in the skirt department in the splendid array of new models for sports and indoor wear.

*For Little Tops of Two to Six*

COSY LITTLE COATS, dainty little frocks, cunning little hats and bonnets—the Infants' Wear Department will be in gala array with Autumn togethery for the small folk. Such smart little refters there are—for boys and girls of two to six—in shepherd's checks and navy serge with warmer Winter coats in grey chinchilla, soft brown tweeds and

the always popular white lambs' wool cloth. Sailor and middie dresses, too, in navy blue serge, and for the tiny tots of two, three and four, exquisite little frocks of white batiste, smocked and feather-stitched in pink or blue. And all the way from France come adorable wee gowns in fine lawn, hand-sewn and hand-embroidered. Bonnets in silk bengaline crepe de Chine, and corduroy velvet; fascinating little caps of white rabbit; and Buster Brown hats of velvet, plush, coruroy and tweeds—these make up the offering in headwear.



Wide Brims, Narrow Brims, Medium Brims and No Brims at All—There's infinite and interesting variety in the Formal Showing of New Modes

### In Autumn Millinery

For Tailored and Dress Wear Which Begins on Monday on the 2nd Floor

The "Beret"—The Turban With the Tam o' Shanter Crown Familiar in the Old Holbein Portraits—and the "Napoleon"—a Medium-sized Hat With Brim Flaring Back High in Front—These Are the Outstanding Novelties of the Display, Sharing Honors With the Wide, Flat-crowned Picture Hat, the "Jockey Poke" and the Little Round Toque Which Fits as Closely as a School-boy's Cap

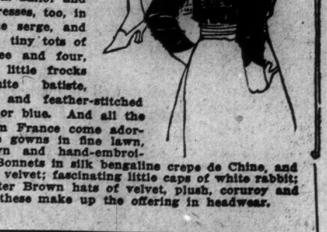
Such designs will be exhibited in a host of delightful models from a group of Paris creators, including:

Evelyn Varon Germaine Louison Julia Saget  
Adrienne Joseph  
Gage Eendel

From such well known New York milliners as Together with a splendid selection of original designs and reproductions from our own staff of milliners.

Nine-tenths of the hats are velvet—in the numerous shades of pansy and violet purple, in midnight blue, Java brown, Balsam green, stone and dove grey, mahogany and Burgundy red. Metallic cockades inset with jewel-like beads are a popular decoration. Furs—mole, kolinsky, chinchilla and seal rat—are lavishly employed, while for dress hats ostrich feathers in bandeau and plume effects are the almost invariable ornament.

Prices range from \$4.50 upwards. —Second Floor, Yonge St.



Toronto Folk and Exhibition Visitors Are Cordially Invited to View This Splendid Showing of Authentic Autumn Modes—Remarkable Bargains Will Be Featured Daily.

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