

# EATON'S DAILY STORE NEWS

## Our Formal Display of New Styles in Furs Takes Place

### Monday, August 29.

#### A Feature Being the Excellence of EATON Designing and Manufacture.



Summer is slowly fading away into the vista of things past. Autumn stands fresh and fair on the threshold of the future. The holiday spirit is giving place to the spirit of serious intent. Filmy stuffs, flowery ornaments and all the regalia of Midsummer have been supplanted. The counters and showcases have once again been dedicated to the trappings of Fall and Winter. And on Monday the Fur Department will hold its Formal Opening, when all the glories of the world's finest peltry in the multitude of fashionable forms dictated by Paris, New York and London will be unveiled.

The display will be a wide and comprehensive one, embracing that which will answer the demand of my lady of capricious and luxurious fancy, and of her practical and economical bent. Our buyers have brought back the best and latest creations from the great foreign markets, and these, supplemented by the productions of our own staff of skilled cutters and fitters, constitute a showing it would be difficult to eclipse.

The models that appear in the illustration are typical of the season's own particular styles. That worn by the figure on the left is a full-length coat, in Hudson seal, semi-fitting in the back, lined with green satin de Chine, and trimmed with Alaska sable; the long shawl collar being fastened with a single frog ornament.

The figure next wears a three-quarter length model of Russian pony, fashioned in Russian blouse effect, and displaying the new sleeve.

A Cordial Invitation to Visit the Show Rooms is Extended to Residents and Exhibition Visitors.

with tuck running from shoulder to cuff. A black patent leather belt, with jeweled clasp, is a feature of this garment.

The long wrap on the figure to the right is of superb Canadian mink, exquisitely marked, an arrangement of three stripes, running round the foot, suggesting the narrow effect in current vogue. This model shows the new French-striped lining that will be largely employed in the make-up of the more luxurious garments.

The fourth figure is distinguished by a smart scarf and huge pillow muff, the former so designed as to permit of its wearing in motor hood fashion. The two pieces are composed of three stripes of soft Columbia sable, separated by two stripes of Paisley silk veiled with brown chiffon. Such sets are being seized upon rapturously in Paris by women who do an amount of motoring.

Innumerable other models in coats, wraps, neckpieces, and muffs, for women, misses and children, will be on display.



### Three Special Prices for Opening Day

One Line of Black Russian Pony Skin Jackets—32 inches long, semi-fitting back, long shawl collar, new sleeves, and brocade lining, beautifully marked, each..... \$32.50

10 Handsome Eug-aped Muffs—Made from fine dark Canadian mink skins, finished with 8 distinct stripes, trimmed with 8 heads in front, each forming a small tab, and on back 8 mink tails and 16 claws. Plain brown satin lining. Monday, special..... \$98.00

10 Large Mink Stoles to Match Muff—Mentioned above, 3 distinct stripes around shoulders and down fronts, trimmed at fastening point with 4 heads and claws, and 4 tails; front ends with 6 claws and 4 tails. Brown satin lining. Monday, special..... \$48.00

## Our Formal Millinery Opening Takes Place MONDAY

### Miss Newport Here Monday

Following out the well established adage of "First things First," the acquisition of new stays is the fundamental care of the well dressed woman. The new gowns exploit new lines. Corsets designed to suit such requirements will be offered. Different types of figure call for different types of corset. And for the purpose of offering expert advice on these vexed questions, Miss Newport, the well known demonstrator of Nemo and Smart Set Corsets, will devote the next few days to the customers of the Store.

She will be found in the new fitting rooms, in the Corset Department, from nine to five o'clock daily, when she will be pleased to fit the corsets, explain methods of lacing, and advise generally respecting any point of up-to-date interest in regard not only to Nemo and Smart Set Corsets, but to any other make the customer may chance to prefer.

For women with stout or unusual figures, this is an unusually good opportunity to consult a specialist in the matter of procuring the corset best adapted to their particular need.

—Second Floor, Centre.

### New Wall Papers at Special Prices

Our Wall Paper Section is now greater in its dimensions. The new addition has been opened just in time to display our new arrivals, which are coming in by the car load. The artistic wall decorations we have gathered from European and American sources afford exceptionally good choice in the most attractive styles for the purpose required.

Included in the special for Monday is an offer entirely without precedent in the Store.

### An Entire Room Papered at Half-price, \$5.00

This Offer for 100 Rooms Only—And Monday Only. Any room in your home up to 12 by 14 feet, within city limits, will be completely papered with a high-grade Canadian or American paper, you to have the choice from a large range of designs and colorings that will be suitable for any room. Many good styles for the drawing-room are included.

A complete combination of wall, ceiling and border. We guarantee to do the work promptly, entirely to your satisfaction. Remember this extra special is for Monday only..... \$5.00

—Third Floor, Queen Street.



Georgette, of Paris, showing a black beaver crown and wide, sweeping velvet brim, the whole surmounted by mauve-tinted plumes.

One of the most notable models in the array is a large, silk-covered production in the new ardote shade—a dark bucklesberry blue, the brim exploding a bonnetlike front and flare back, with a mass of dark blue feathers oddly dotted with white, falling cascade-like down over the high crown. This is a creation by Georgette.

The productions of our own workrooms prove formidable rivals to those of foreign origin.

Among these will be shown on Monday a charming royal blue velvet toque, with clever touches of soutache braiding on the high beaver crown, the trimming of which takes a decided tilt backward. A large felt picture hat is developed in velvet in the odd mahogany shade known as "herne." A small mushroom shape, with royal blue beaver crown, instances in the feather mount that distinguishes it, the high military arrangement of feathers, which is so popular a feature.

These are but Typical of a Myriad of Alluring Conceptions.

COME AND SEE THEM.

### Special Opening Day Selling of Ostrich Feathers

In connection with the Opening there will be a special offer of ostrich feathers. They come direct from the most famous manufacturers of ostrich feathers in London. A great portion of that immense purchase will be on sale Monday. Coming to us as they do direct from the maker, the prices are surprisingly low. This class of goods will be very fashionable this coming season, and now is your opportunity to secure one of these handsome plumes; but, whether buying or inspecting, come Monday morning.

900 Beautiful 17-inch Black or Ivory Plumes, \$1.98  
890 Beautiful 19-inch Black or Ivory Plumes, \$3.69  
500 Beautiful 21-inch Black or Ivory Plumes, \$5.00

### Black Willow Plumes

18-inch, each, \$3.25 19-inch, each, \$4.75 21-inch, each, \$9.75

—Second Floor, Yonge St.

### Exemplifying the Beauty of the New Styles in Both EATON-made Hats and Imported Models

This Autumn's will be a greater opening than any we have yet had. The importation of models has been increased fifty per cent, and the galaxy of lovely headgear in readiness for the display beggars description in its variety and charm.

This is an event appreciated not only by the woman in search of a smart bonnet, but also by the woman who seeks to keep abreast of the modistial times. For it is an occasion when the styles and fancies of the New Season are revealed in the identical shades and substance in which the master milliners of New York and Paris are presenting them.

Ostrich plumes are ubiquitous. In divers forms, they constitute the sole ornamentation of nine-tenths of the large hats and of the majority of the small toques. They appear curled, semi-curved, uncurred, and drooping in "willow" fashion. It is essentially a "made" season, satin, velvet, silk, and fur composing the fashionable foundation of the designs. And broad curving brims are the order of the hour, the old poke bonnet shape being suggested in many instances. As an aftermath of Court Mourning the preference in color is for purple, white, grey and black. Royal blue is also a prime favorite.

Among the models particularly worthy of notice is one by A Napoleon toque by Germaine is entirely of broadtail, with huge amount of uncurled plumes caught with a knot of aquamarine velvet.



### Lingerie Half-price

Women's Gowns, Skirts, Drawers and Corset Covers—Made of fine nainsook and cotton, finished with tucks, fine lace or embroidery insertions and frills of fine lace or embroidery, slightly soiled; all sizes in the lot, but not in any one line. At these half-prices:—

Gowns ..... 25c to 75c  
Skirts ..... 38c to 75c  
Drawers ..... 13c to 38c  
Corset Covers ..... 13c to 33c

### Rompers at Half-price

Children's Rompers—Made of fine quality gingham, in fancy checks, also fine quality drill, in plain shades or stripes, some finished with red trimming; sizes to fit ages 5 years and 6 years. Monday, half-price ..... 25c, 33c, 38c, 63c, 75c

—Second Floor, Centre.

### Clearance of Fancy Goods

1,000 pieces in the lot—Dresser Scarfs and Pillow Slips. It's the greatest collection of fancy goods we have been able to offer for some time at such a low price, made possible by an unusual trade happening and our determination to make an unprecedented quick selling Monday—a mere fraction of usual prices.

Both dresser scarf and pillow slips are made of fine muslin, in a large variety of pretty floral designs of various colorings; scarfs have fluted frills and neat centre mats. See display in Queen Street window. All marked at one price, each, 15c

—Second Floor, Centre.

### That Beautiful Venetian Oil Painting at Half-price

That distinguished painting of a large Venetian canal that has been a Mecca for visitors in our Art Gallery is now to be sacrificed owing to a rearrangement of our galleries. It portrays a scene on the Grand Canal, Venice, the gondolas and pleasure craft, the gaudy colorings and the costumes, with the warm, brilliant sunshine, making a picture full of interest and amusement, and an exquisite color effect. In the background, on each side of the canal, the quaint dwellings, business houses, public buildings, etc., are cleverly brought out, showing the novel doorways and arches.

It is a wonderful work of art, painted by the well known artist, Dupray, and would make a very desirable painting for public buildings, schools, or in a large dwelling. The frame is of gilt, swept with gold burnished ornaments; 5 ft. x 6 1/2 ft. On Monday it will be offered at exactly half its former price..... \$87.50