

Take Escalators at Yonge Street Entrance to Second and Third Floors.

EATON'S DAILY STORE NEWS

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces on both Mail Orders and City Purchases.

"This is The New Mode," Says Dame Fashion

This is interesting

Latest Suits Favor Redingote Lines

With a Fondness for Deep Sailor-like Collars and a Positive Obsession for Fur Trimmings

SOFT SUPPLE MATERIALS, dark, warm colors, and the long, graceful line of the Redingote—so runs the story of the new tailored suits.

Wool velours is the fabric of chief interest, with gabardine and serge claiming a generous share of favor, and broadcloth presenting itself for costumes of the more formal type. Deep Java brown, midnight blue, plum purple and soft, dark tones of green are the modish shades.

And of such materials is the advance showing of Autumn models now on view in the Suit Department—beautifully tailored costumes comfortably interlined, and, for the most part, charmingly finished with fur.

The waistline of the coats is defined by stitching, braiding, pockets, or flat belt, the lengths ranging from 36 to 42 inches. As for the collars, they stretch out wide across the shoulders at the back or hang down low in square or rounded sailor effect. Some of them are in flat shawl style in front. Others may be fastened up close to the throat.

Moleskin, Hudson Seal (Seal Rat) and other short furs, together with skunk, are the favorite peltries for the trimming of these suits, and lavishly are they employed for collars, cuffs, and oftentimes the bordering of the coats.

Skirts are a trifle longer, the majority of them showing yokes of some smart sort.



It is an immense collection of imported models—treasure trove to the bride-elect or any woman whom it behooves to gather together early her autumn wardrobe. Prices range from \$27.50, with fur-trimmed suits from \$37.50 up.

—Third Floor, James St.

Blue Serge Dresses in Moyen Age Effect

They're the "Rage" in New York at Present and Are Promised An Immense Vogue for Fall and Winter For Use Under Top Coats

ENTER THE LONG-WAISTED GOWN OF THE MOYEN AGE! Developed in navy blue serge, it offers itself for immediate wearing. In New York during the past few cool weeks it has flourished as the smartest frock in Milady's wardrobe.

And here it is, in the Gray and Rose Model Rooms, in a charming variety of choice—beautifully-tailored and surprisingly moderate priced. For instance:

Delightfully attractive dress in navy blue serge, showing the low-hip waistline of the Moyen Age, the skirt made distinctive with many buttons and buttonholes, and the bodice smartly collared with white corded silk. Price, \$32.50.

Another model in navy serge, the Moyen Age bodice braided in soutache, with sleeves of blue Georgette crepe. Price, \$40.

Designed along the same long-waisted lines, a wonderfully modish gown in navy serge, with front panel and loose sash of royal purple satin, the skirt embroidered in deep border effect with purple wool. Price, \$45.

With bodice in Eton effect, an immensely smart model in blue serge with clever touches of bead embroidery, the long, flowing skirt showing a deeper yoke of navy satin. Price, \$32.50.

Notable for its trim, youthful lines, a one-piece model in navy serge, loosely belted and liberally ornamented with black bone buttons. Price, \$15.50.

In the Russian blouse style which Worth and certain other Paris couturiers are featuring strongly for Fall, an attractive gown in navy serge, combined with black satin, the skirt laid in pleats. Price, \$25.00.

—Third Floor, James St.

A Big Clearance of Silks

Wednesday Morning—Some Half-price and Less, at 59c Yd.

Included are self-colored silk broche, messaline, 36 inches wide, in brown, wine, maize, grey and black; silk figured taffeta, 37 inches wide, in neat stripe designs—green, Copenhagen, wine, brown and amethyst, also odd lines of plain silk taffetas, 36 inches wide, including black. Cannot promise to fill phone or mail orders. Clearance price, Wednesday, per yard, 59c.

—Second Floor, Albert St.



Continuing the Display of Autumn Fabrics, With a Special Featuring on Wednesday of The

Superb Showing of Serges

From the Famous West of England Cloth Mills

The Ever-popular, Ever-serviceable Serge—'Tis One of the Most Fashionable Fabrics for Fall, and Here it is in a Magnificent Selection of Weaves and Shades, With Navy Blue of Course Claiming Precedence. Absolutely Fast in Dye and Super-excellent in Finish, the Prices Moreover Compare Favorably With the Best Values of Previous Years

SERGES FOR THE TAILORED DRESS which is so prominent a feature of the Autumn Vogue: Fine Botany serges of beautifully fine finish in black and various tones of navy blue—42 to 50 inches wide, at prices ranging from \$1.00 to \$2.50 per yard.

SERGES FOR WOMEN'S, MISSES' AND CHILDREN'S SUITS: Cheviot, Men's Wear and Botany weaves in hard and soft finishes in black, navy and darker blues—\$1.50, \$2.00 and \$2.50 a yard, with a line of superb weaves for exclusive costume-making at \$3.00 a yard. These run in width from 50 to 54 inches.

SERGES FOR COATS, SPORTS SKIRTS AND CHILDREN'S REEFERS—Serges in soft, heavy wale and cheviot finish in navy and black—50 to 52 inches wide, price \$2.00 a yard.

SERGES FOR MISSES' AND CHILDREN'S FROCKS—For sailor suits, Peter Thompson and midly dresses, serges of light and soft finishes, in navy blue, brown, green, cardinal and black—42 to 50 inches wide; priced 75 cents, \$1.25 and \$1.50 per yard.

—Second Floor, Yonge and Albert Streets.

Great Selling Event in Women's Skirts

Including Smart Models in Taffeta and Moire at \$3.95, \$4.95 and \$5.95.

A Black Taffeta Skirt has fancy panels trimmed with self-covered buttons at each side, in a style tending to produce a slender effect; the full shirred back is belted; sizes 30 to 40 in. waist. Price, \$4.95.

Black Moire is the material in a flaring skirt, with panel front, which has rows of buttons as trimming and a belt over shirring at the back; sizes 20 to 40 in. waist. Price, \$5.95.

Black Taffeta Skirt, made with shirred waist, and high ruching above, is of extra lustrous quality and has a full ripple; sizes 22 to 30, \$3.95.

—Third Floor, Centre.

Silk Corset Covers, 63c to \$2.00

A clearance of dainty Camisoles, in washable satin, Jap silk and crepe de chine, prettily trimmed with allover lace, ribbons, medallions, etc. Size 34 only. Clearing Wednesday, each, 63c to \$2.00.

Vests of fine ribbed cotton and lisle thread, some with fancy fronts, others neatly trimmed with lace and ribbon. They may be had with short or no sleeves. Special, Wednesday, 17c.

—Third Floor, Queen St.

Top Coats Show New Collar and Full Sleeve

With Wool Velours, Zibelins and Other Soft, Thick Weaves as the Prescribed Materials, and Brown, Blue and Green the Leading Colors

WARM, WIDE AND LONG are the coats presented for our Fall and Winter wearing. Made of soft wool velours and deep-pile zibelins, they are cut on generous lines, falling full from the neck, with sleeves loose at the shoulder and elbow. As for the new collar, it is of the convertible order, rolling back flat, or rising up high, turning over, and buttoning close to the throat.

Charming examples of the new mode are now on view in the Cloak Department—a collection of exclusive designs from New York tailors in the comfortable, all-enveloping styles, suitable for motoring, traveling and general cool-weather wear. Here are some of them:



EATON CO.

TWO BRANTFORD HEROES RETURN

Capt. Creighton and Pte. Lorne Watson Welcomed by Friends.

TO PRESENT COLORS

Second Brant County Unit Will Receive Gift on Saturday.

Special to The Toronto World. BRANTFORD, Aug. 21.—Two more Brantford heroes have returned from the front, Capt. Walter Creighton of the 60th Battalion, Montreal, and Pte. Lorne Watson of the P.F.C.L.E., Capt. Creighton is a son of Mrs. M. A. Creighton of this city and received several wounds, all the result of an explosion of one shell. Chief of these were severe injuries to the left leg back of the knee, Pte. Watson was stricken with acute bronchitis and pleurisy. He left here in March of this year with the 5th University Corps, and has spent practically all his time in hospitals and convalescent homes. Recruiting Results. Recruiting took an impetus over the

week-end and five men who were secured for the 215th Battalion left today for Camp Niagara. One of these was Dolly Rudolph, a member of the Con. T. Kennedy shows, which spent the past week here, while another is John McWhirter, who came all the way from Scotland to join the unit and be with his brother, who is prominently connected with the band. The others are of English, Italian and American nationality. The 215th is the city battalion, recruiting here at present. The Sautam office closing this morning. The two energetic recruiters of small men, Ptes. Maurice and Halsey, have left to take charge of recruiting depots in London and Windsor respectively.

Answered Three False Alarms. Three times within two hours the firemen of the central station answered calls from the Holmeville district, all of which turned out to be false alarms. The police are working on the case. A man was seen to pull one of the boxes and run away, and a police court case will likely result.

Canned Goods Advance. The cost of living continues to soar higher. This morning the announcement was made that all lines of canned goods had advanced and that in future goods which formerly retailed for three cents for 25 cents would sell for two for 25 cents. Potatoes are also at an abnormal figure. One lady reports having paid 60 cents for a peck, and upon counting these there was found to be only 58 in the peck, which makes the price a little over a cent each. The 215th Battalion will next Saturday be presented with their colors at Niagara Camp by the Bishop of Huron, according to a statement made

HEARST AND PYNE REACHED FALMOUTH

They Will Go to the Front After Conference at London.

MONTREAL, Aug. 21.—A London cable to The Gazette says: Premier Hearst, of Ontario, and Hon. Dr. Pyne, minister of education, arrived at Falmouth on the Nocturn Saturday, but up to a late hour Saturday night they had not reached London. It is understood they will confer with Mr. Richard Reid, agent-general in England for the Province of Ontario, with regard to the future work of the office and then visit the Canadian troops in England and France, as well as the Ontario hospital at Orpington, which was established by Hon. Dr. Pyne last year. For the next fortnight the Ontario premier and the leader of the opposition in the Ontario Legislature, Mr. Rowell, will be in London, but not at the same hotel.

NEW HONOR FOR DUCHESS. Canadian Associated Press Cable. LONDON, Aug. 21.—The Duchess of Devonshire has been created a Lady of Grace of St. John and Jerusalem.

GUELPH PROTESTS TO MILITARY AUTHORITIES

Deputation Will Ask Reason for Draft on Wellington Battalion.

RECKON WITH OFFICERS

If Unit is Absorbed, Several Members of Staff Will Be Forced Out.

Special to The Toronto World. GUELPH, Ont., Aug. 21.—A deputation of prominent men from the County of Wellington, composed of Messrs. W. A. Clark, M.P. for North Wellington, W. C. Chambers, M.L.A. for West Wellington, Warden C. G. Stickney and others left for Ottawa tonight to protest to the military authorities against the taking of a draft of 350 men from the 153rd Wellington Battalion, to fill up the ranks of the 11th South Waterloo unit. This news, together with the report that the Wellington battalion was likely

MAJ. BISCOE REPORTED SERIOUSLY WOUNDED

Cable Received at Galt States Case is Regarded as Hopeless.

Special to The Toronto World. GALT, Ont., Aug. 21.—Ald. F. S. Jarvis received a cable this morning from his son, Capt. Thomas Jarvis, stating that his son-in-law, Major John Ramsay Biscoe, was in a serious condition as a result of wounds received in the battle of the Somme. The cable said that the major's case was hopeless and he was wounded in the neck and back.

LOST IN LAKE ERIE.

Identified Freighter Bank Near Amherstburg. DETROIT, Mich., Aug. 21.—An unidentified freighter was reported sunk off Bar Point, Lake Erie, near Amherstburg, Ont., early this morning. The first mate of the Detroit and Cleveland steamer St. Ignace reported seeing her sinking as his ship passed the vicinity this morning. The Great Lakes Towing Co., of Amherstburg, has sent a tug out to investigate.

YOUNG MAN DROWNED BY HIS FATHER'S SIDE

George Caron, Detroit, Met Death While Bathing at Goderich.

Special to The Toronto World. GODERICH, Aug. 21.—The second drowning fatality of the season to occur here took place at 4 o'clock this afternoon, when George Fee Caron, son of Dr. Caron, M.D., of Detroit, Mich., went to a watery grave in Lake Huron, opposite the Hotel Sunset Beach.

The young man and his father were bathing together. They swam a short distance out into the lake and were returning when the accident occurred. Young Caron is thought to have choked on a mouthful of water and sunk before his father could reach his side. His body was recovered some time after by willing hands, who hurried to the scene with the grappling apparatus. The young man and his father came here and registered at the Hotel Sunset on Saturday last. The beach opposite the hotel is an ideal spot for bathing and has always been considered one of the safest spots along the shore and it was not due to any treachery of the water that the accident occurred. He was 22 years of age. The remains will go to Detroit tomorrow. To letter on prepared cloth, use cold oreg ground in Japan and thin the mixture with gasoline to the consistency of cream.