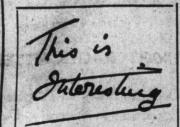
EATON'S DAILY STORE NEWS

This is The New Mode," Says Dame Fashion



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Aug. 22.--

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Lines.

of attack.

O look modish in New York these days-they have had some incredibly cool weather there-your gown must be of navy serge and your hat of purple velvet. This blue tailored dress, in fact, is the medium Fashion has chosen for the launching of the new mode of the straight line. Worth is exploiting this new silhouette in the looselybelted Russian ' blouse. Callot Soeurs and other designers of like fame achieve it in the long-waisted, semifitting bodice of the Moyen Age. Skirts are still full, but they are no longer urged to flare; nay, rather are they oftentimes laid in the flattest of pleats.

Embroidering in heavy wool is the smartest ornamentation for the blue serge dress. You will see it on several models in the Costume Department.

As for the purple hat of prevailing vogue, it will be found in various attractive forms in the grey showcases on the Second Floor-delightful little satin-covered chapeaux at the small sum of \$3.00, and chic little velvet turbans and tricornes at \$6.50. A bowknot or cockade of gold or silver braid is the almost invariable decoration.

A boon and a bargain for those who carry a camerathe nice little photograph frames at 2 for 15 They are obtainable in mahogany, walnut and ebony finishes, in sizes 21/4 by 31/4. 21/2 by 41/4, 31/4 by 41/4; also post-card size. And besides these are similar frames in dark Circassian walnut finish in all the usual dimensions up to 11 by 14 inches, the prices for which run from 15 to 39 cents each.

Admirers of Corot - and who can glory in a rural holiday and not find delight in the feathery foliage and soft, soothing tones of his winsome landscapes?will appreciate certain excellent reproductions of his paintings to be had in the picture department. They are English color prints from the well-known Spottiswoode, of London, and include a splendid representation of the artist's most lovely master-pieces in the Louvre, the Na-tional Gallery and private collections. The average size is 7 by 10 inches, exclusive of white mat, and the price 50 cents each 50 cents each.



Latest Suits Favor Redingote Lines

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

COFT 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.

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,

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,

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

Notable for its trig, youthful lines, a one-place model in navy serge, loorely belted and lib-erally ornamented with black bone buttons. P.rce, \$16.50.

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



A Big Clearance of Silks

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

Included are selfcolored 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

SuperbShowing 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 S ERGES 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

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

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 MIS. ES' AND CHILDREN'S FROCKS—For sailor suits, Peter Thompson and middy dresses, serges of light and medium-weight, in hard and soft finishes, in navy blue, brown, green, cardinal and black—42 to 50 inches wide; priced 75 cents, \$1.25 and

-Second Ploor, Yonge and Albert Streets,

ported 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

-Third Floor, James St.

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 80 to 40 in. waist. Price, \$5.95.

Black Taffeta Skirt, made with shirred waist, and high ruchingabove, is of extra lustrous quality and has a full ripple; sizes 22 to 30,

-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 36 only. Clearing Wednesday, each, 63c

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.

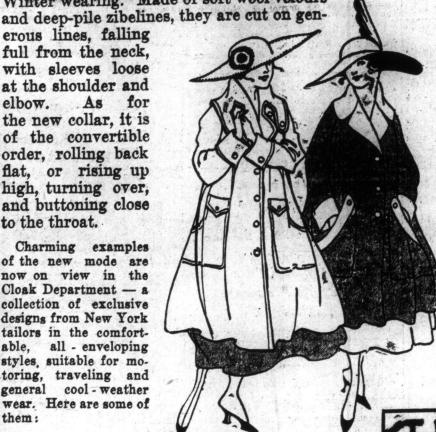
-Third Floor, Queen St.

With Wool Velours, Zibeline and Other Soft, Thick Weaves as the Prescribed Materials, and Brown. Blue and Green the Leading Colors W/ ARM, WIDE AND LONG are the coats presented for our Fall and Winter wearing. Made of soft wool velours

Top Coats Show New Collar and Full Sleeve

erous 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



In navy blue wool velours, very smart coat, falling full from the shoulder, the fullness in front confined by a belt, the wide sleeve shirred into a cuff - lined throughout with black satin. Price,

In brown weel velouis is a somewhat similar medel with panel back, side belts, sleeve shirred inte deep cuff, and lining of tan satin. Price, \$47.50. This is to be had also in blue velours.

Very attractive coat in a deep brown fabric of soft nap, with cross-over belt in front and ragian sleeve—lined to the waist with black satin. Price, 122 50.

One of the well-known "Wooltex" models in soft brown velours, cut in loose, swirling style, with ragian sleeve, full at the elbow. Price, \$55.

And in a soft, fleece-finished cloth of blue with fleck of red is a smart, loose ulstr with slash pockets and the new turn-ever collar. Price, \$17.50. -Third Floor, James St.

PNO BRANTFORD HEROES RETURN

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 Brantford heroes have returned from the front, Capt. Walter Creighton of the 60th Battalion, Montreal, and Pte. Lorne Watson of the P.P.C.L.I. Capt. Creighton is a sen 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 pleurity. He left here in March of this year with the 5th University Corps. 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

week-end and five men who were secured for the 215th Battalion left to-day for Camp Ningara. One of these was Dolly Rudolph, a member of the Con. T. Kennedy shows, which spent the past week here while earther is mony had to be laid over the past week here, while another is mony had to be laid over.

John McWhirter, who came all the way from Sectland to join the unit and be with his brother, who is prominently connected with the band. The others are of English, Italian and Americar nationality. The 215th is the city battalion, recruiting here at present, the Bantam office closing this morning. The two energetic recruiters of small men, Ptes. Maurice and Haley, have left to take charge of recruiting de-pots in London and Windsor respect-

ively.

Answered Three False Alarms. Three times within two hours the firemen of the central station answered calls from the Holmedale 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 announce-ment was made that all lines of canned goods had advanced and that in future goods which formerly retailed for three cans 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 found to be only 58 in the peck, which makes the prive a little over a cent

each.
The 215th Patialion will next Sat-

HEARST AND PYNE REACHED FALMOUTH

They Will Go to the Front After Conference at London

MONTREAL, Aug. 21.—A London able to The Gazette says: Premier Hearst, of Ontario, and Hon. Dr. Pyne, minister of education, arrived at Falmouth on the Noordam Saturday, but up to a late hour Saturday night they had not reached London. It is understood they will confer with M. Richard Reid, agentgeneral 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 urday be presented with their colors at Niagara Camp by the Bishop of Huron, according to a statement made salem.

MILITARY AUTHORITIES

Deputation Will Ask Reason for Draft on Wellington -Battalion.

RECKON WITH OFFICERS

Unit is Absorbed, Severa 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 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 draf of 350 men from the 153rd Wellington Battalion, to fill up the ranks of the 111th South Waterloo unit. This news, together with the report that the Wellington battalion was likely to be reinstated this concerned the Col. Craig incident is a closed one.

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.

To letter on prepared cloth, use colding the vicinity this morning. The Great the vicinity this morning. Lakes Towing Co., of Amherstburg, has sent a tug out to investigate.

to be broken up altogether in the near MAJ. BISCOE REPORTED future, came as a great surprise to a great many people in the city and

county.
While it is the general opinion that this action is the culmination of the trouble which started with the command of the battalion and the failure of the militia authorities to appoint a successor to Lieut.-Col. Craig, there is also a strong feeling that the County of Wellington has been greatly humiliated in taking away the men recruited in this county to fill up the ranks of South Waterloo battalion.

Officers to Reckon With.

There is considerable speculation

regarding what is to become of some of the officers of the 153rd in case the of the officers of the 155rd in case the battalion is broken up. There are several staff officers, including Major Kelly Evans, Major Justice, Capt. Savage, Capt. Woods, Capt. Boyd, Quartermaster, Capt. Bingham, Paymaster, Capt. Hindson, chaplain, and some others, who will have to be Quartermaster, Capt. Bingham, Paymaster, Capt. Hindson, chaplain, and some others, who will have to be reckoned with in some manner. Taking away of 350 men leaves the battalion with less than 500 men.

It has been pointed the South Waterloo battalion was not as strong as the Wellington battalion, but the fact remains that the former had a commanding officer at the head of its affairs, while the latter had only a temporary head. Major Evans was recommended some time ago to command the battalion, but no action has been taken regarding the matter, and despite the statement that Lieut.-Col. Craig expected to be reinstated this lieut.-Col. Craig expected to be reinstated this

Craig expected to be reinstated this

SERIOUSLY WOUNDED

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 reecived 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.

Biscoe, Toronto, helped to raise the

Cleveland steamer St. Ignace reported

YOUNG MAN DROWNED BY HIS FATHER'S SIDE

Cable Received at Galt States Case George Caron, Detroit, Met Death While Bathing at Goderich.

Special to The Toronto World. GODERICH, Aug. 21.-1he 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 Sunet

Beach. moreless and he was wounded in the neck and back.

Major Biscoe, who is a son of Col. Biscoe, Toronto, helped to raise the returning when the accident occurred.