

EATON'S DAILY STORE NEWS

The Formal Display of Our Dress Fabrics and Silks for Fall Takes Place Monday

Beauty, Newness and Elegance of Weave and Coloring combine to make in the Dress Fabric Sections one of the most interesting displays we ever presented.



Demonstrating the far-reaching possibilities of the Store in procuring the worthiest in weave and coloring, and emphasizing the position of this section as exponents of what's most correct and desirable in the world of dress fabrics. Those circles devoted to fancy diagonals, broadcloths and worsteds offer a wealth of choice that makes this display an authoritative exposition of the best of the new season's productions.

Perhaps the most interesting of the new fabrics is called ratine—a heavy looking, thick material, but quite light-weight, for tailored suits and separate coats. This you'll see shown in conjunction with a wonderful display of fur effects, such as baby lamb, Persian lamb, Russian pony, etc.

Fancy Diagonals, surpassing in loveliness any collection we ever presented before. These magnificent goods, with their beauty of finish, and the attractiveness, the heavy serge-like weave, that has already created a demand, promise to become favorites. England, Germany and France have contributed their choicest weaves, and the rich color array is a feature of this circle. Prices from **\$1.00 to \$1.50**.

Worsteds, most popular of all for dressy suits. These weaves show an elegance in finish this year that adds to the beauty of the new colorings.

The New Colors—Dull, sombre shades, as beautiful as they are unusual, are featured for the new season. The darker tints of Autumn, intensified by contrasting shades, will be worn for street costumes as well as evening dresses, and even coat linings will be of contrasting shades. Harmony of coloring is the keynote of the new fashions, and in a display of such lavishness as we show selection becomes a delight.



The Evening Wear Section of the Dress Goods Department

is one round of surprise—there are brocaded moires, a fabric of extreme daintiness, combining a rich moire effect, with beautiful **BROCADED CREPE**—an absolutely new weave—an exquisite effect of satin roses on soft, clinging crepe. In exclusive costume lengths; this material is very suitable for those wishing a distinctive evening gown of the utmost elegance. Per yard **\$3.50**

Here also are lovely effects in crepe de chene, in Persian patterns, in the transparent effects so fashionable.

Bollemes—more beautiful than ever—soft, clinging, lustrous fabrics, silk and wool mixtures, in Persian designs that will be worn for dresses, waists or trimming effects. Per yard **\$2.00**

Moire Stripe Bollemes—another lovely material to be worn over satin—is shown in shot effect. Per yard **\$2.00**

A feature of this showing are the exclusive costume lengths in crepe in such effective combinations as rose and blue, green and navy, green and brown, etc. Per costume length **\$18.00**

Silks, Satins, Velvets and Velveteens

The beauty of the new silks will but emphasize the extensive use of silks and kindred fabrics for Fall and Winter of 1910 and 1911. Plain silks having a bright or satin finish are most popular, though veing for favor come the foulards, Dresdens, Paisley and neat fancy dress silks in both evening and street shades.

The use of satins will be quite remarkable for the coming season, according to all indications—for evening gowns and afternoon dresses, street wraps, foundations for transparent fabrics—even tailored suits of satin are spoken of.

The new double fold foulard is a feature, as is also the new Chantecler surah silk for dresses and waists, and the lovely double width chiffon velvet, has a most closely sheared pile, making it a most beautiful fabric for dress purposes.

Our Dressmaking Section Ready to Receive Your Order

In conjunction with our Formal Opening, we announce the complete readiness of our Dressmaking Section. The call for made-to-order dresses that the new fashions are sure to produce makes it advisable to leave your order early. We've made splendid preparations to meet every dressmaking demand, whether suit, evening dress, scarf, opera cloaks, etc.

With every facility for doing first-class work—clever, experienced dressmakers and tailors, who



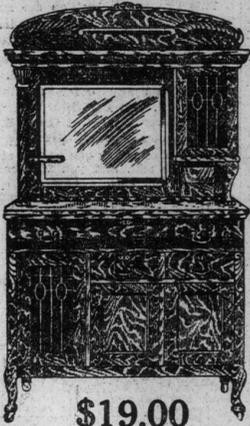
thoroughly understand the work, we'll guarantee every satisfaction and a quick delivery.

While at the Opening call at our Dressmaking Section, Sixth Floor, and see the new designs and styles for Fall.

We'll Make to Your Measure a strictly tailored Suit, from any of our dress materials up to \$1.35 a yard, with silk or satin linings at 50c yard. Suit complete **\$38.00**

A Few Price Examples From the August Furniture Sale

A Pleasing Sideboard



\$19.00

A large attractive design in golden surface oak, with bevel plate mirror, two china closets having leaded glass doors, a long linen drawer, two cutlery drawers, double door cupboard and brass trimmings. Sale price **\$19.00**

Parlor Arm Chairs

Mahogany finish, has fancy back and large spring seat, covered in silk tapestry in variety of patterns. Sale price.....

\$6.50



Couches, with a hardwood frame, all-over upholstered spring seats and edges, roll head, covered in fancy velours, with a fringe at both sides, turned legs and castored. Sale price **\$7.25**

Davenport Couches, with oak ends, golden or Early English finish, is 72 inches long and has coil springs, upholstered with felt and covered in green denim and valance hangings in front and both ends. Sale price **\$10.00**

Davenport, with wooden ends of solid oak, golden or Early English finish, has 90 coil springs, upholstered with felt and covered in fancy velours, large, comfortable and easily operated. Sale price **\$25.00**

Morris Reclining Chair, of solid oak, mission design, Early English finish, has high adjustable back, large seat, wide arms and reversible cushions, covered in fancy velours. Sale price **\$6.75**

Dresser, of mahogany and Colonial design, very attractive and well constructed throughout, has large bevel plate mirror, wood knob and 4 drawers under lock and key. Sale price **\$21.50**

Dresser and Cheffonier, in assorted designs of quarter-cut golden oak and mahogany and splendidly constructed, well finished and highly polished. Sale price **\$19.90**

All-felt Mattress, made from choice stock, built in layers, perfectly sanitary and odorless, very comfortable and lasting, and covered with blue art ticking, 4 ft. 6 in. wide. Sale price **\$6.90**

Dresser, in two designs of choice quarter-cut golden oak, polished and fitted with large mirror or with shaped tops; 4 drawers with wooden knobs. Sale price **\$15.75**
—Fourth Floor.

Parlor Suite Reductions Offered for the August Furniture Sale

Some specially attractive Suites and Chairs selected from our vast regular stocks, or bought from the overstocks of the makers, will please you by their excellent designs and thorough construction.



\$18.50

Three-piece Parlor Suite, mahogany-finished frames, with upholstered spring seats, is covered in new patterns silk tapestry, three pieces. Sale price **\$18.50**



\$27.50

Parlor Suite, of three pieces, with mahogany finish and frames have genuine mahogany panels and upholstered spring seats, covered in new pattern silk tapestry, three pieces. Sale price **\$27.50**

Parlor Suite, with mahogany-finished frames, has upholstered spring seats, covered in fancy velours and tapestry, settee, armchair and reception chair compose the suite, three pieces. Sale price **\$21.50**

Dining-room Chairs, of quarter-cut golden oak, polished, comes in two designs, with panel back and large seats, upholstered in genuine leather, 5 small chairs and 1 armchair. Sale price **\$19.25**

Extension Dining-room Table, of elm, golden finish, has a heavy top, deep rim, easy-running slides, extending to 8 feet, and 5 heavy post legs. Sale price **\$8.90**

Early English Tables, for the dining-room, solid oak, round top, deep rim, extend to 8 ft., 5 heavy post legs. Sale price **\$11.00**

Dining-room Chairs, fumed oak, high back, seats upholstered in genuine leather, 5 small chairs and 1 armchair. Sale price **\$23.50**

Early English Buffet, mission design, suitable for moderate sized room, bevel plate mirror, 3 cutlery drawers, 1 long linen drawer, 2 cupboards with leaded glass doors. Sale price **\$15.00**

Buffet, of handsome mission design, Early English finish, is fitted with display shelves, leaded glass door, cutlery drawer, linen drawer and cupboard. Sale price **\$28.75**

Extension Table, of quarter-cut oak, Early English finish, has a round top, well braced, centre pedestal and easy running slides, extending to 8 feet. Sale price **\$27.50**

Early English Dining-room Chairs, mission designs, with centre panel and genuine leather seats, include 5 small and 1 armchair to match. Sale price **\$28.75**

10-piece Dining-room Suite, attractive Flanders design, splendidly constructed throughout and well finished in every detail, consists of buffet, china cabinet, table, dinner wagon and 6 chairs. Special **\$500.00**

This All-brass Bedstead



\$12.90

In polished or dull finish, this bed has two-inch posts, high head end, close fillings and heavy castings, all well finished; sizes 3 ft., 3 ft. 6 in., 4 ft., 4 ft. 6 in. Sale price **\$12.90**

All-brass Bedsteads



\$23.50

Two designs in polished finish, have extra high head end, with posts, fancy husks, large knobs, heavy castings and extended foot end, all well finished, width 3 ft. 6 in. and 4 ft. 6 in. Sale price **\$23.50**

THE T. EATON CO. LIMITED