

"Multiple" means "many ply" and many ply means "service." Ask for MULTIPLE BRAND HOSIERY—made in sizes for men, women, and children.
—Main Floor, Yonge Street.

EATON'S DAILY STORE NEWS

At both Yonge Street and Queen Street doors are order boxes where orders or instructions may be placed. These boxes are emptied daily at 8.30 a.m., 10 a.m., 1 p.m. and 4 p.m.

TELLING THE TALE BY TABLEAUX

—The Interesting Tale of The New Autumn Mode In Women's, Misses' and Children's Apparel

WAX MANNEQUINS so life-like that you think they are human, and living mannequins so still, and so perfect of feature that you think they are waxen—both play their parts to perfection, exploiting with infinite chic the masterpieces of French and American couturiers. Arranged in groups they are appropriately gowned for the various diversions and duties of the day—one little coterie in smartest of tailored array for shopping; an interesting quartette in the flatter, frillier frocks demanded by the afternoon tea party; another group in swaggy sports toggery; a party of juvenies testifying to the attractiveness of simplicity, straight-line and serge; and most impressive of all the figures in the grand stage scene clad in the sparkling panoply of evening attire. Anyone interested in equipping her Autumn wardrobe—school girl, "flapper," young matron or dame of maturer years—should not miss a view of the Tableaux. They are staged along a broad promenade on the Third Floor. Tickets for the enclosure may be had at the Tableaux of Fashion Bureau, Third Floor.

Wonderfully Smart Suits From New York & Paris

Offer Themselves to the Woman Who Wants an Interesting, Exclusive Costume for Autumn and Winter Wearing

SOFT, SUEDE-LIKE FABRICS such as duvetyne, wool velours and Bolivia cloth, compose the majority of the models. And with collars and cuffs of moleskin, Hudson seal, skunk or one of the modish fur plushes, they constitute the most attractive Fall costumes the well-dressed woman could sigh for.

Amongst them are these:

In wool velours in a beautiful tone of Havana brown, a New York suit with long, belted coat, the collar of which is in round cape style bordered with seal rat. Price, \$80.

From Bulloz, of Paris, a stunningly smart costume in putty color broadcloth, beautifully cut in indefinable French fashion, the long-waisted coat showing effective touches of mahogany tinted embroidery, and narrow bandings of moleskin. Price, \$75.

From Cheruit, of Paris, a charming suit in tan wool velours, the very long semi-fitted coat having raglan sleeves. Price, \$75.

Delightful suit in Burgundy velours, the lines of the coat conspiring to the long, slim effect of latest vogue and boasting a long monk's collar of moleskin. Price, \$125.

A model from Lina Moulton, of Paris, in peacock blue duvetyne, the redingote showing a chic little collar of gray fur plush. Price, \$75.

And anticipating the skating season, a tremendously smart sports costume in scarlet homespun, the loosely belted coat having facings of silver grey broadcloth—from Louis, of Paris, and priced, \$75.

—Third Floor, James St.

Superb New Models in Coats of Hudson Seal

Swirling Around the Ankles to a Width of 100 to 120 Inches, and Boasting Most Generous Collars of Contrasting Fur.

LOOKING FORWARD TO WARD'S WINTER, it is the coat of seal rat—known in the vernacular as Hudson seal—which claims, yea, monopolizes, attention. Already the showrooms are all agog with the ordering and purchasing of it.

Imported models and the clever productions of our own furriers vie with one another in charm and distinction. Never before, surely, were their lines so luxuriously ample or their collars so bewitchingly becoming. And the wide swirl around the lower edge is the essential mark of style.

Pelts of excellent quality and workmanship of high standard characterize all coats in the display. The combination of exclusive design and good value marks it throughout. Here, for example, is a typical group of models.

From Reveillon Freres—a copy by their New York furriers of one of their latest Paris models—a coat in Hudson seal (seal rat) of beautiful color and sheen, with long stole collar and deep cuffs of taupe fox, the same fashionable fur bordering the wide rippling skirt. Price, \$450.00.

Likewise in full swirling style is a handsome coat in seal rat with wide, round collar of skunk, the latter bordering the wide muff sleeves. Price, \$240.00.

With gleaming black lynx forming collar and cuffs, and bordering the wide flaring skirt, is a beautiful seal rat coat at \$260.00.

Slightly fitted at the back is another coat with wide square collar of skunk at \$235.00. Strictly plain in line is a seal rat coat with wide monk's collar of its own fur. Price, \$245.00.

In the more youthful coats in misses' sizes is a charming model 36 inches long with collar of skunk, the edge of the skirt swirling to a width of 100 inches. Price, \$155.00.

40 inches long, with a swirl of 94 inches, is another misses' coat in Hudson seal (seal rat) bordered with skunk, with collar and cuffs of the same. Price, \$165.00.

—Third Floor, Yonge St.



Revived from the bygone age of Victoria this quaint little tippet is not an oddity among the season's neckpieces, but an institution—one of the many cape-like effects which are the prevailing mode in fur scarves. Like the muff at the right of the sketch this certain tippet is of fine Scotch moleskin, edged around the neck and finished off in front with ermine—price \$75.00.

Contracting itself to the size and shape of a football, the muff that plays the leading part this season leaves it to the fur cuffs of the coat to be long, wide and roomy. This particular muff of the sketch is in the fashionable moleskin—price, \$32.50.

Lost in its modish straightness and simplicity it should appear too ingenuous, this charming little gown in navy blue charmeuse has its pockets and bib-like fronts embroidered in silver, and exploits a charming contrast in its color scheme, the under-blouse and side sections of the skirt being of smoke-gray crepe. It was designed by its clever New York maker for a slight, youthful figure, and is one of the attractive exhibits from the "Misses' Department." The price is \$85.00.



Harking back to mediaeval days fashion has adopted the long waistline for some of her smartest frocks. For example, this New York model, illustrated above, Navy blue charmeuse—ultra-modish among the season's fabrics—composes it, with silvery grey charmeuse serving for collar, cuffs and the long front panel which affects the appearance of an underdress. The price is \$50.00.



Just arrived from Paris, where it figured at the recent "openings" of the Maison Maurice Mayer. The foundation is white satin, the long flat line upon which the season's twists being accentuated by exquisite rose and blue embroidery, and clinging overdrives of creamy lace. An original creation of a master modiste it is priced \$250.00.

They call it the monk's collar, because of its resemblance to the cowl on the robe of the old Franciscan friar. It is the collar of the season, ousting from fame the funnel collar of a year ago. When open it stretches out flat and broad across the shoulders. When closed it is soft and supple enough to be drawn up and muffled snugly around the throat. As shown here it is moleskin, and embellishes most charmingly a plain tailored suit of Russian green wool velours—a New York model priced at \$150.00.

No one looks smarter in the new one-piece dress than little Miss School Girl of fourteen or younger. This frock in the drawing to the left expresses the idea in a very pretty manner. It is a New York production—in nut brown serge with girdle and collar of brown satin, the little over-collar being of tan rafah silk. The price is \$30.00.

A Galaxy of Lovely Gowns For Afternoon and Evening

Some of Them From Paris, Some From New York, and All of Them Delightfully Chic and Distinctive

PARIS WITH WAR AT HER VERY GATES still carries the palm as creator of styles. And for this Autumn season of 1916 her great couturiers have verily excelled themselves in their picturesque interpretations of the new mode. The gown of the straight, slim line is charmingly feminine and refreshingly simple. And the Dress Department is justly proud of its splendid collection of original French models and New York reproductions of French designs.

In the Tableaux and in the show-cases in the little Rose and Gray model rooms will be found a fascinating choice in gowns for all occasions. Notice these four in particular:

An alluring evening gown—a Paris model—in oyster white crepe de Chine embroidered in silver, made in semi-fitted princess style with sleeves and skirt flounce of black net beaded with jet sequins, the latter forming the chic little pointed train. Price, \$125.

Another evening gown in silver brocade—from Brandt, of Paris—is suggestive of the *Moyen Age* in its long waist-line and fringe of pearls edging the clinging skirt. It has a filmy double train of white tulle. Price, \$125.

In the fashionable navy blue serge, a delightful example of the pleated one-piece gown, a black and yellow striped belt running under the box pleats. This is a New York model—priced, \$45.

From the great Paquin, an exquisite afternoon gown in black gros grain silk with angel sleeves and deep flounce of black Chantilly lace, blue bead-embroidered net and flesh color crepe composing the front of the bodice. Price, \$110.

Paris Model Dresses at \$49.50 ON SALE WEDNESDAY AT 10.30 A.M.

As the remaining models from earlier Autumn consignments of Paris gowns, these will be offered for quick clearance on Wednesday at a price which is a mere shadow of the regular amounts. Included are afternoon and evening dresses in satin, crepe de Chine, net, and taffeta from such distinguished modistes as Bernard, Jenny, Douillet, Lefroy and Premet. The season's happiest ideas in collars, sleeves and ornamentation are represented in the collection, the choice of colors including black and white, brown, silver gray, tan, and navy blue. Wednesday at 10.30 a.m.—\$49.50.

—Third Floor, James St.

On Monday, Sept. 25

Mr. Frank Alvah Parsons

President of the New York School of Applied Art

the eminent authority on furniture and decoration, who delighted Toronto audiences two years ago.

Will Begin a Series of Lectures on Subjects Relating to the Art of House-furnishing

These will be held in an improvised auditorium on the Fourth Floor of the Store.

Admission will be by ticket to be given out on Wednesday and following days of this week at the Bureau on the Fourth Floor.

Tickets of Admission to the Enclosure of the

Tableaux of Fashions Are Available at the

Tableaux of Fashion Bureau,

Third Floor.

THE ABOVE SKETCHES ARE FROM THE TABLEUX OF FASHION

Interesting Aspects of the New Mode Illustrated by Our Own Artist

THE T. EATON CO LIMITED