

EATON'S DAILY STORE NEWS

SAVE TIME—CALL MAIN 3501.
If you are ordering goods from more than one department, call Main 3501, and a shopper will make your purchases for you.

Serge and Satin Dresses From Noted Paris Makers

Early Autumn Models, Chic as French Gowns Can Be, When Such Names as Paquin, Premet, Bernard, Lanvin and Drecol Are Inscribed On Their Waistbands

ANYONE WHO APPRECIATES French genius in gown-making would go into raptures over this little collection of Paris models just arrived in the Rose and Grey Rooms. They are full of chic from the collars of their flat, simple bodices to the hems of their straight and narrow skirts. Included are frocks for morning, afternoon and evening wear. Thus:



From Premet comes a clever model in navy serge, fashioned in Russian tunic style, the loose coat-like bodice embroidered in yellow beads and silk. Price, \$65.00.

Also in navy serge is a delightful model by Bernard, the skirt laid in pleats and the bodice embroidered in fine blue and red wool. Price, \$75.00.

Callot is the creator of an immensely smart one-piece model, in mignonette color gabardine, embroidered with tan and self-tone silks. Price, \$65.00.

Jeanne Lanvin, true to her reputation, has a very lovely and artistic creation—a simple, clinging, smock-like gown, in navy blue crepe de Chine, embroidered in ruby beads. Price, \$100.00.

Another Lanvin model is a dinner dress, in black charmeuse, founced with black tulle, and cleverly embellished with jet. The neck, which is cut square in front, is high in the back. The lace sleeves reach the elbow. Price, \$95.00.

Drecol, too, is represented by a gown in black charmeuse, a wonderfully smart production for afternoon wear, made in graceful red-ink effect, with narrow underskirt. Price, \$100.00.

For the Second Day of the

Great Special Selling of Oriental Rugs

A Splendid Offering of Fine Eastern Floor Coverings in Persian and Caucasian Designs at Prices That Are in Every Case a Mere Shadow of Usual Prices To-day

CONSIDERING the universal advance in the price of Oriental carpets, and the difficulty of procuring them at all, in view of the disturbed state of the Eastern markets, this offering of rugs is little short of sensational. It represents an immense and advantageous purchase by our buyers at the beginning of the war. Prices have been marked the same as, and in many cases less than, they were two or three years ago, and the selection affords a choice of colors and patterns suitable for all the rooms of the house.

Following are some of the groups of rugs to be featured for Thursday selling:

Mahals and Muskad Rugs, the designs copied from old Persian pieces. Suitable for dining-rooms and living-rooms, in rich dark colorings:

Size 9.11 x 6.7. Special price, \$75.00.
Size 12.3 x 8.11. Special price, \$165.00.
Size 13.1 x 9.8. Special price, \$175.00.
Size 12.1 x 8.10. Special price, \$135.00.
Size 12.0 x 8.8. Special price, \$160.00.
Size 13.6 x 10.4. Special price, \$175.00.

Borjui Rugs, woven with a deep, lustrous pile, in the soft delicate tones of light green, rose and ivory, desirable for bedrooms and drawing-rooms:

Size 9.11 x 6.8. Special price, \$65.00.
Size 11.10 x 8.3. Special price, \$90.00.
Size 13.8 x 10.1. Special price, \$150.00.
Size 11.4 x 8.1. Special price, \$90.00.

Group of small rugs at \$39.50—In the lot are Kazaks, Mosuls, Shiraz and Hamadans, for halls, dens, libraries and living-rooms. Approximate size 4.0 x 7.0. Special price, \$39.50.

Settling the First Question--the Corset

'Tis the Very Form and Foundation of the Smart Costume—the Tangible Assurance That Your Gown or Your Suit Will Appear at Its Best—That You, Yourself, Will Present a Trim, Trig Appearance. And Behold For Your Choosing This Wide Array of Models From Some of the Best-known Makers on This Continent—Corsets to Suit Every Type and Variety of Figure, Slender, Well-developed or Large:

BINNER
NEMO
GOSSARD

L'ADRIA
SUCCESO
LORETTA

SMART SET
MODART
AMERICAN LADY

LA CAMILLE
FRANCO
R. & G.

JURNA
ACME
P. N.

BRASSIERES—MODEL NATURE'S RIVAL AND KABO.



A. Nine out of ten women consider the brassiere a necessary supplement to the corset, and here is a prime favorite with stout and slim wearers alike. As shown in the drawing, it is of crepe de Chine—white or flesh pink—priced at \$2.00, and may be worn with or without a corset cover. It may be had also in pink and in white cotton picot at \$1.00 to \$1.50.

B. As much like a French corset as it well can be, while yet adapting itself to the needs of the American or Canadian figure, the "Jurna" assures you of a straight, modish hip-line and a nice "naturalness" of fit. For it is softly bound throughout with "whalon." It offers models for stout, medium and slight figures, also a special model for riding. Prices of the "Jurna" run from \$2.50 to \$6.00.

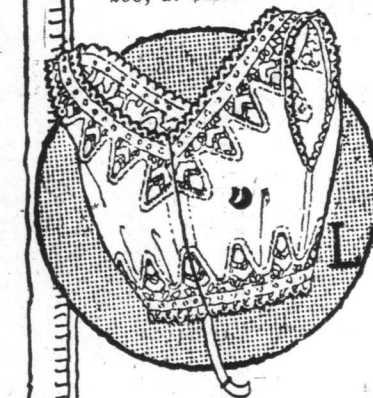
C. An attractive-looking corset, isn't it? And its looks are a true measure of its worth. It is the "Binner," famous from one end of America to the other—and far beyond—for its beautifully moulded hip-line and nicely of make-up. Designed by Madame Binner, the well-known corset-maker of Fifth Avenue, it is cut along the lines of the French corset, while yet possessing the hygienic qualities demanded by comfort and health. The "Binner" is available in models to suit slender, medium and stout figures, the prices ranging from \$6.00 to \$10.00. Number 182—for average figures—which our artist has sketched, is in white brocade—price, \$10.00.

D. "American Lady" is the title borne by this very shapely pair of modern slays. It is a make noted for the style of its cut—its long, smooth hip-line and nicely curved back—altogether with its moderate price. It may be had in white or flesh pink, designed in a range of sizes for average figures, the prices running from \$2.00 to \$3.00, the model shown, Number 350, being \$3.00.

E. An answer to the ever-increasing demand for the corset that laces in front—the well-known Gossard. Foremost among its many advantages is that of variety—a variety of models that meets the needs of every type of figure. Short, tall and medium height—women of stout, slim and average proportions—there is a design for each. Prices range from \$2.50 to \$6.00, the model shown being \$2.50.



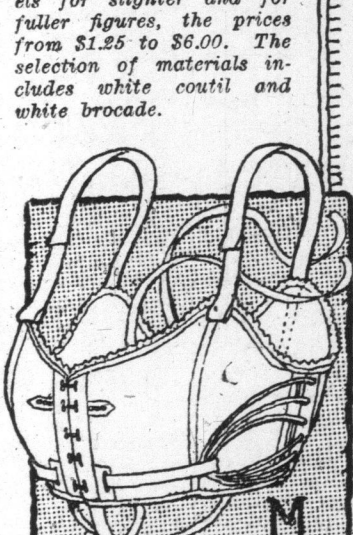
F. This pretty girl is wearing an "Acme"—the corset made in our own factories. Modelled along the lines of the higher-priced, imported corset, it shows the long, smooth-fitting skirt with elastic waist at the back. It may be had in sizes to fit all figures of usual proportions—priced from 55 cents to \$1.75, the "Acme" in the sketch above being Number 258, at \$1.25.



G. "The stout figure made comely and comfortable" would serve as a good title for this sketch labelled "G." And the "Nemo" is the means to the happy end. The model illustrated is Number 511, designed especially for one who is heavily developed below the waist-line. The skirt is equipped with bands of semi-elastic webbing and goes of semi-elastic cloth, producing extreme reduction of back, hips and lower limbs, while yet providing for the comfort of the wearer when seated. The price is \$6.50. Equally clever in construction are the Self-Reducing models for women who require a corset that will control excess flesh and re-mould the figure into shapely lines—priced \$4.50 to \$6.50; Back-resting models for those who suffer from backache—\$4.50 to \$12.00; Wonderlift models, for figures needing special abdominal support—\$6.50 to \$12.00; and Slight-figure models—\$4.00 to \$5.50.

H. Patrons of the front-laced corset are innumerable. They like the straight back it ensures, and the ease with which the laces may be drawn in or let out in adjusting it to the figure. And in this "Modart," shown in the sketch, you have one of the most popular among corsets of this order. It is featured in sizes for all figures of average proportions, its prices ranging from \$3.50 to \$10.00. The model shown is Number 690, developed in pink and white brocade—price, \$7.50.

I. For a modish, easy-fitting corset of charming make-up, our corsetiers are very enthusiastic over the "Smart Set." Supple and lightly boned, it is fashioned of batiste, fine coutil and dainty brocades, the "fitting" being of feasible "Whalon." Many of the models have girde tops. Models for medium figures range in price from \$6.50 to \$12.00; for full figures, \$8.00 to \$12.00, and for slight, \$6.50 to \$12.00. The model illustrated—number 177—for medium figures—is of satin-finished coutil, the top edged with pointé d'esprit—price, \$8.00.



M. "It fits as you fasten" is the motto of this "Nemo" brassiere shown above. It is not meant to be decorative, but rather to achieve its chief end, namely, to control the superfluous flesh of back and bust and bring it into proportion to the rest of the body. Price, \$1.25.

Fashion Presents to You the Silk Beaver Sailor

Prominent Among the Smartest Styles in "Ready-to-wear" Millinery—in Black and Fashionable Colors. \$7.50 to \$10.00.

IN NEW YORK the popularity of this new sailor is already well established. A prime favorite with the woman who drives her own car, it is enjoying a huge vogue for general wear with the plain tailored costume.

It is available in several styles—with flat, rolling or drooping brim, with a choice of colors that includes such fashionable dark, rich tones as taupe, Maduro brown, navy,



balsam green, wine, also black. A band and flat bow of corded silk ribbon is the smart finishing touch. It is priced at \$7.50 to \$10.00.

—Second Floor, Yonge St.

You Were Inquiring

Mrs. C. B.—All your wants can be filled, from the shoulder braces to Emerson's Essay on Character. You will be well set up, won't you? The braces can be had in two styles—"Acme" made of cotton, laced at the back and priced \$1.00, and "Truform" of webbing and steels which may be adjusted to ensure a perfect fit, at \$2.00 in sizes for girls, and \$2.15 for boys. As for Emerson's Essays, they are procurable in cloth binding at 30 cents. Also at 30 cents each are Mrs. Gaskell's Life of Charlotte Bronte, The Letters of Dorothy Osborne and Sir William Temple, and Ruskin's Sesame and Lilies. Miss Montgomery's new book, Anne's House of Dreams—you're sure to like it—is \$1.25, and What a Girl Can Make and Do, by Lina Beard, is \$2.00. Why not get plain brown or green serge for your tablecover? The tapestry cloths you describe are inevitable red.

"Mary Ann."—Your nice, precise little queries are easily answered. Barber's linen thread is to be had in three shades—white in Nos. 35 to 100; cream in 30 to 100; drab in 25 to 70; and black in 30 to 70. It is 20 cents a spool—\$2.40 a dozen. Electric bulbs are 25 cents each for 10, 15, 20, 25 and 40 watt lamps; 50 cents for 60 watt; and 85 cents for 100 watt. Cuts acetie acid is 52 and 84 cents a bottle.

"Water Lily."—Alas, the silversmiths no longer make the pattern you want? You will have to begin your collecting all over.

Ian.—And your eyes ache for the heather in its flare of purple glory, that's one thing I'm sure of, these September days. Well, you may have your gold beads, anyway—95 cents a bunch, and round, steel beads (not cut) at 50 cents a bunch.

The Scribe

Can the Shopping Service Help You?

There's a hint of Autumn in the air. It is time to be planning how to make your room inviting for the long winter months. Time also to be making plans for that new Autumn wardrobe. If you are in any perplexity as to how to set about either, if you are not assured of the vogue, write to the Shopping Service, and a Shopper, experienced in that particular branch concerning which you are making inquiry, will give you full information concerning what is to be found in the Store, and will, if you so desire, make the purchases for you.

The Store's Conveniences.

The Waiting and Rest Room, Third Floor. The Information Bureau and Post Office, Main Floor. The Free Parcelling and Checking Desk, in Basement.

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.

THE T. EATON CO. LIMITED