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—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.

A Delightful Collection of Afternoon Gowns at Moderate Prices

All of Them Revealing the Trend of the Mode in Effect, and in Detail, and Showing That Autumn is to Be a Season of Soft Materials and Rich But Sober Colorings



THE FIAT has gone forth. Skirts are shorn of their ripple and flare, and now the fashionable woman's desire is to present a tall and slender silhouette—a figure of long graceful lines. And to this end Fashion is utilizing the softest of silks—satin, charmeuse, crepe meteor, Georgette, and soft, soft velvets, all of them delightfully set forth in the charming array of new frocks in the little Grey French Rooms of the Dress Department.

Happily exemplifying this new vogue for slenderness is a dress of taupe satin with most charming lines. A closely set row of satin covered buttons runs from beneath the small round white Georgette collar to the hem and long sash ends, fringed and adorned with metallic embroidery, hang from the girdle at the sides, giving a somewhat Oriental effect. Price, \$47.50.

With a somewhat similar arrangement of sash ends, is a satin dress in the modish Burgundy shade, its rather plain bodice frilled beneath a cord and descending in metallic embroidered points to match the sash. The sleeves are of Georgette, and the collar is white. Price, \$55.

A most fascinating frock is made of French blue crepe meteor, with a touch of brilliant Russian embroidery on the plain bodice, and queer little pockets similarly embroidered on the long Russian tunic. This falls from beneath a narrow corded belt and the bodice is topped by a small collar of white satin. Price, \$65.

The immensely fashionable, knee length Russian blouse of Georgette over satin skirt distinguishes a dress in an unusual bronze shade. The bottom of the blouse and sleeves are edged with marabou, and a white satin collar and vest, with a gleam of silver lace, give a becoming touch. Price, \$45.

In the always popular navy is a satin dress, with plain skirt, its noteworthy features being the new rather full sleeves, a wide sash, with metallic embroidered ends and deep pointed collar of white satin. Price, \$40.

A simple but wonderfully effective leaf brown Georgette over white has a skirt banded with satin, a girle to match, and a soft little bodice with a wide unbordered tab in front, a narrow collar and cuffs of orange Georgette supplying a warming touch of color. Price, \$45.

A royal blue dress also of Georgette crepe has a hem of satin, banded with kolinsky, a tasseled sash, and points on the bodice of satin, and a pointed Quaker collar of fine creamy lace. Price, \$45.

—Third Floor, James St.

Some of the Friday Bargains

Women's Dresses.

Imported Taffeta, Charmeuse and Foulard Dresses, in a huge variety of styles. Skirts are pleated, plain and overskirted; bodices are in various cross-over and fancy effects, and Georgette is frequently used for sleeves, vests and collars. Trimmings in the form of buttons, braiding and embroideries. Colors are sand, black, navy, Copen, and grey. Reg. \$30.00. Friday, \$19.75.

Maids' Uniforms, in a striped percale, high neck and long sleeves, finished with bands of white hemstitched lawn; pocket on skirt. Black and white, navy and white. Sizes 34 to 44. Slightly soiled. Reg. \$1.00. Friday, 69c.

Women's Suits

A manufacturers' overmakes, in excellent weaves of serge, poplins, and gabardines, in shades of brown, green, navy and black.

All smartly made with trimmings of buttons and braids; many having velvet collars. The coats are long, some with wide skirts are of good width and fall in pretty, straight lines. Friday, \$12.50.

—Third Floor, James St.

Women's Skirts

Black chiton Taffeta Skirts, made in full swirling effect, shirred all round under a belt, and finished with a deep frilled heading. They have two large elephant's ear pockets, ornamented with white pearl buttons. Sizes 22 to 31 waist bands. Friday, half-price, \$5.75.

Women's Fine Quality Serge Skirts: they have the new straight line effect, with a pointed tab over each hip, trimmed with buttons. Sizes 22 to 30. Black and navy. Friday, \$5.00.

—Third Floor, Centre.

Millinery

Women's and Misses' Tailored Hats, large and small sailors in velvet and plush and velvet combinations. Mostly ribbon trimmed. Colors blue, brown and black. Reg. \$7.00, \$7.50, \$8.00, \$8.50, \$9.00. Friday, \$4.45.

Untrimmed Felt and Velvet Hats, hand blocked in smart shapes. May be had in black or combinations of all wanted colors. Reg. \$8.50. Friday, half-price, \$4.25.

—Second Floor, Yonge St.

Quaintly Picturesque Are The New Furs

And These Muffs and Neckpieces of Hudson Seal (Seal Rat) Among the Short Haired Peltries Most Favored of Fashion Show the New Cape and Tippet Effects, and Ball and Melon Muffs in Most Alluring Guise

BACK WE GO to our grandmother's days, back to the days of tippets and tiny muffs, of low necked dresses and crinolines, for the models for these same quaintly attractive styles.

And in no medium could they be more bewitchingly expressed than in the seal rat for which this season Fashion has developed a perfect mania. A peculiarity of these same new-old styles is that most of them are trimmed with another fur which adds greatly to the effect.

The illustration shows a very happy example—an imported, tippet-like collar, draped in front and buttoned above two little ermine tails with a small turn-over collar of ermine. Price, \$60.

The little ball muff to match, which the lady is holding by its shell bracelet, is lined with green velvet (another modish innovation) and is \$32.50.

A big cape of seal rat, a Reveillon model, with stick-up collar and bandings of fitch, is made with a round back, pointed sides, and is lined with rose flowered crepe. Price, \$89.

Very charming is an English model set. This shows a tippet, pointed back and front with stick-up



Such Smart Coats For Girls

Exploiting the Rival Charms of Velours, Broadcloth, Zibeline, Velvet and Plush, Many of Them Being Trimmed With Fur

THEY ARE SIMPLY full of attractions, the new coats that Fashion has provided for little Miss School Girl's Winter wearing. Never have styles been more charming, or materials prettier, and not for an instant has it been forgotten that warmth is a first necessity, for all of the coats are interlined.

And since one of the distinguishing features of the new modes in children's coats is plenty of ripple at the sides and often considerable fullness all round these interlinings are attached to the linings and hang in straight lines, not attached to the outer cloth, so that bulkiness is avoided.

An extremely pretty coat of reseda green broadcloth is made with a belt from sides to front, holding the fullness, and a

square yoke-like collar at the back, above which is a smaller one of skunk. Price, \$32.

In the fashionable Russian green velours is a belted coat, with beaver bandings down the front, and the collar and large buttons of the same fur. Price, \$25.

A lovely little model for "very best" is made of sapphire blue panne, shirred at the waist, having plain panels back and front with tiny frogs and a shawl collar. Price, \$65.

A rather quaint coat of rose broadcloth, is made in double-breasted style, with a belt, a round yoke at the back, and a small collar edged with mole, the greenness of which is repeated in the smoked pearl buttons. Price, \$22.

Zibeline composes a smart coat with panel back and belt and a cape collar of velvet. This is obtainable in brown or green, and is \$20.00.

A belt cut in one with the panel back distinguishes a blue corded velvet coat, with wide circular skirt, its collar and cuffs edged with beaver plush. Price, \$12.50.

—Third Floor, Yonge St.

THE T. EATON CO. LIMITED

The New Suits Show Fashion in Variable Mood

Sometimes Adhering Strictly to the Redingote, Sometimes With a Leaning Towards the Russian Blouse, and Often Imitating the Directoire, But Always With a Preference for a Slender Silhouette

AND EVERY TYPE within the ken of Fashion is to be seen in the huge and very charming array in the Women's Suit Section. The styles are varied enough to enable every woman to choose a coat that is just the most becoming length for her, and the materials—all of them smooth and supple as befits the demand for a straighter silhouette and long folds—show much that is new.

Bolivia cloth, suede twill, gloveskin cloth, snakeskin and other makes of velours, are all featured, and the new colors are a veritable pageant of Autumn—wine shades, and purples, leaf browns, wood browns, greens in many shades and gorgeous copy tints.

An admirable type of the redingote is seen in a myrtle green suit of the new suede twill with wide tippet collar and large cuffs of kolinsky. Both front and back are plain, but at the sides are curving panels, their graceful lines accentuated by yellow-centred, green buttons. Deep pockets extend almost to the hem of this coat, and the skirt is plain and full. Price, \$175.

Just as typical of the Russian blouse is a suit of Petrouchka blue (a new shade something between sapphire and saxe) velours, its long coat faced with grey plush, buttons down the side, and is frilled at the waist and falls within two or three inches of the hem of the plain button-trimmed skirt. A deep cape hangs over the shoulders at the back and is topped by a little round collar. Price, \$75.

Combining both types in most charming effect is a suit of Russian green velvet. Its front panel with long straight lines is redingote, its embroidered belt and bloused back Russian, its up-and-down high collar of mole Directoire and its quaintly wrapped-over cuffs wholly 1916. Price, \$175.

A very smart suit of black gabardine with front bandings, cuffs and high collar of seal rat shows a redingote back with bloused front, pennant-like straps at the side, following the quaint shape of the pointed collar that can be buttoned over the fur. Price, \$12.50.

In the fashionable prunelle (blueish purple) broadcloth is a suit with somewhat shorter coat, cut with an odd looking panel at the back to which are attached by fur buttons the belt straps that confine the bloused front. The collar and cuffs of grey moufflin make a very effective color contrast. Price, \$45.

Another broadcloth suit in Burgundy has a bloused coat with yoke at the back, over which falls a square collar edged with Hudson seal to match the cuffs and front. The skirt has a pretty shaped yoke. Price, \$40.



More of the Friday Bargains

Floor Coverings

Grandmother Reversible Plaited Rugs, slightly soiled; round or oval shapes, in light or medium colors. Size 36 by 36 inches, reg. \$2.75; Friday, each, \$1.25. Size 30 by 60 inches, reg. \$4.75; Friday, each, \$2.25. Size 6 by 9 feet, reg. \$19.75; Friday, each, \$9.50.

Also slightly soiled Bathmats, size 20 by 60 inches, reg. \$4.00; Friday, each, \$1.95. Size 27 by 54 inches, reg. \$1.00; Friday, each, \$1.50.

Special Friday bargains in Oriental Rugs taken from the big September Sale, include Moussis, Kabilans, Hamadans, and silky Kazaks. Sizes average about 4 ft. 6 in. by 8 ft. Reg. \$55.00 to \$85.00; Friday, each, \$44.50.

Half-price sale specials still further reduced for Friday bargains include colors and patterns suitable for almost any kind of room. Size 4 ft. 11 in. by 8 ft. 8 in.; Friday, each, \$37.50. Size 5 ft. 1 in. by 12 ft. 6 in.; Friday, each, \$100.00. Size 6 ft. 8 in. by 8 ft. 8 in.; Friday, each, \$50.00. Size 10 ft. 2 in. by 13 ft. 6 in.; Friday, each, \$125.00. Size 12 ft. 1 in. by 15 ft. 1 in.; Friday, each, \$85.00. Size 12 ft. by 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$40.00.

Linens

Linen Centre Pieces, trimmed with Torchon lace, 18 and 20 inches in diameter; reg. 80c and 90c; Friday, each, 59c.

Hemmed union huck-shack towels, sizes 13 by 34 inches and 20 by 39 inches. Reg. 45c; Friday, pair, 39c.

Irish bordered union crash roller towelling; 17 inches wide; reg. 12½c; Friday, yard, 9c.

Wallpaper

Striped wall papers for bedrooms, sitting rooms, or small parlors in soft 2-tone, grey, green or blue. Reg. 10c; Friday, single roll, 5c.

Fabric-ground and weave-effect papers in buff, tan, blue and grey, for dens, living rooms or halls. Reg. 30c, 35c, and 40c; Friday, single roll, 17c.

—Fourth Floor.

Draperies

Single velour portieres, specially made up from ends of velours in colors to suit almost any decoration. 7 feet long by 48 inches wide, with adjustable heading complete with drawstrings and hooks. Special, Friday, each hanging \$4.95.

—Fourth Floor.