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EATON'S DAILY STORE NEWS

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 A 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 De-

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,

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 em-broidered 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 akirt 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.

Collar of White Satin. Frice, \$20.

A simple but wonderfully effective leaf brown Georgette over white has a skirt banded with satin, a girdle to match, and a soft little bodice with a wide subproidered 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 tasselled sash, and points on the bodice of satin, and a pointed Quaker collar of fine creamy lace. Price, \$45.

—Third Floor, James St.

a Little of its Wave

But to Prove That it is as Winning as

Ever, Here Are a Few Moderately-

priced Examples Selected From a

THAS RELINQUISHED perhaps half

a yard or so to the demands of Fa-

Take for example a lovely taffeta petticoat

made of heavy, thick silk beautifully cut and nice-

ly fitting at the hips with a more than knee depth

flounce on which are 5 minute frills. This is pro-

curable in black, navy and in various shot effects,

such as green and mauve, red and gold, green

little space is a pretty petticoat with deep corded

flounce of messaline. Colors, fawn, navy and

coat with deep flounce, cut in 4 shaped sections,

each joined to the next by a heavy cord. This is

ruching, is a taffeta petticoat with a gathered frill

set on in pinked out points, above a narrow ruch-

ing. In black, navy and shot effects. Price, \$6.50.

deep gathered flounce of a taff ta petticoat obtainable

Made of a surprisingly good quality of taffeta, yet another model has a deep flounce, with two little gath-

ered frills, and can be procured in black and colors.

-Third Floor, Centre.

With the Jersey silk top which occupies so

Very similar, but with striped flounce, is one

Most useful and very pretty is a taffeta petti-

Showing the revival of the vogue for pinked

Quaint little purflings and a frill ornament the

Vast Assortment

and black. Price, \$10.

brown. Price, \$7.50.

of superior quality at \$11.50.

in black and shot effects at \$5.00.

Price, \$3.95.

The Formal Fall Display

Furniture and

House Furnishings Begins on Monday, September 25th,

with the Special Attraction of a Series of Lectures by Professor Frank Alvah Parsons

President of the New York School of Fine and
Applied Art and
Lecturer in New
York University

These lectures will be held twice daily, at 10 a.m. and 2.80 p.m., in an improvised auditor-lum on the Fourth Floor, with the following programme of

Quaintly Picturesque Are The New Furs

The New Suits Show Fashion in Variable Mood

Sometimes Adhering Strictly to the Redingote, Sometimes With a Leaning Towards the Russian Bliuse, and Otten Toying With the Directoire, But Always With a Preference for a Slender Silhouette

A ND 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 cop-

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.

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-anddown high collar of mole Directoire and its quaintly wrapped-over ouffs wholly 1916. Price, \$175.

A very smart suit of black gabardine with front bandings, cuffs and high collar of seal rat shows a redingete back with bloused front, pennant-like straps at the side, following the quaint shape of the pointed sloth collar that can be buttoned over the fur. Price, \$62.50.

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 only of grey mountlon 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 prettily shaped yoke.

Price, \$40.

—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, vestees and collars. Trinimings in the form of buttons, braidings and embroideries. Colors are sand,

Women's Suits

day, half-price, \$5.75.

day, \$5.00. -Third Floor, Centre.

Millinery

ribbon. Friday, \$6.25. -Second Floor. Yonge St.

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. -Third Floor, James St.

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 The Tempestuous Petticoat

braids; many having vel-vet collars. The coats are long, some belted, and May Have Lost a L'ttle-Just the skirts are of good width and fall in pretty. straight lines. Friday. \$12.50.

Third Floor, James St.

Women's Skirts Black Chiffon Taffeta Skirts, made in full swirling effect, shirred all shion for straighter lines, but the modish finished with a deep frill-ed heading. They have petticoat still shows a marvelous arrange. two large elephant's ear pockets, ornamented with ment of wee frills, of tucks and cording white pearl buttons. Sizes of that pretty furriness that the fastidious 22 to 31 waist bands. Fri. of that pretty furriness that the fastidious woman dotes upon for her underskirt.

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 Black and navy. Fri-

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

Veryet Hats, hand blocked in smart shapes. May be had in black or combinations of all wanted set on in pinked out points, above a narrow colors, Reg. \$8.50. Friday, half-price, \$4.25.

Modish Dress Hats. in sailors.close fitting turbans Extremely good value is an extra size taffeta petticoat in the same colors. This is made with a sectional flounce finished with a pleated frill. Price, \$5. and matrons' shapes with trimmings of gold and silnaments, flat flowers and

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

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 turnover 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, Broad-

cloth, Zibeline, Velvet and Plush, Many of Them

square yoke-like collar at the

In the fashionable Russian green

velours is a belted coat, with beaver

bandings down the front, and the col-

lar and large buttons of the same fur.

red at the waist, having

plain panels back and

double-breasted style, with

a belt, a round yoke at the

back, and a small collar

edged with mole, the grey-

ness of which is repeated

in the smoked pearl but-

Zibeline composes a

smart coat with panel

back and belt and a cape

tons. Price, \$22.

collar of velvet. This is obtain-

able in brown or green, and is

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.

\$20.00.

one of skunk. Price, \$32.

Price, \$25.

Being Trimmed With Fur

THEY ARE SIMPLY full of

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 ne-

cessity, 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 rip-

ple 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

An extremely pret-

ty coat of reseda green

broadcloth is made with a

belt from sides to front,

holding the fullness, and a

bulkiness is avoided.

attractions, the new coats

collar, and long flat stole of ermine. The muff to match is a small "granny" shape, with ermine cuffs. The value is particularly good at \$65.

A bib-like cape is another fascinating affair. This has pointed back and front and has a rolling turn-up collar edged with skunk. Price, \$55.

In melon shape—the muff to match it is banded with skunk at the ends and lined with grey velvet.

Price, \$27.50. Mention must also be made of a most becoming round cape collar with one stole end edged with silk

ball fringe. Price, \$30. A little "Two-way" collar is a most useful possession, for shaped like a collarette it can be worn down,

or turned close up about the throat a la Directoire. Price, \$11.50. Exactly like the hussar cap muff of the early 19th century is a seal muff, its middle banded with silk

braid which ends in a tassel. Price, \$22.50. Another quaint muff is draped and trimmed with a braid bow and tassel. Price, \$20.

-Third Floor, Yonge St.

Big Special Selling of Notions Commences Friday

FOR THREE DAYS we are featuring exceptional values in every-day notion needs and dress-making supplies. Even the usual prices of these articles are back, above which is a smaller below the present market value, so when the reduction is noted you may judge for yourself just what big bargains they are. Phone orders will be filled if possible, but in some cases the quantity is limited. Look the list over carefully and buy for future

A lovely little model for Mending wool on card, black only, reg. 2 for "very best" is made of 5c-Friday, 7 for 5c. sapphire blue panne, shir-

Press fasteners with spring; size 2-0; white only-Friday, 3 dozen, 10c. Package containing 6 boot laces, 36 inches

front with tiny frogs and long; Reg. 8c pkg.—Friday, 3 pkgs. for 10c. Kid curlers, fine French kid, 6½ inches long. a shawl collar. Price, \$55. A rather quaint coat of Reg. 30c-Friday, 15c. rose broadcloth, is made in

Best English brass pins, put up in convenient form for dressing tables, 34 and 1 oz. boxes-clearing away below manufacturer's cost, 3 boxes 5c. Acme sanitary apron; Reg. 25c-Friday, 15c. London brass safety pins; sizes 2, 21/2; Reg., 3c card-Friday, 3 cards 5c.

The Windsor, best English invisible hair pins, box containing 200 pins, reg. 10c—Friday, box, 5c. 12-inch celluloid knitting pins; size, 7-9; reg. 121/2c-Friday, 5c.

Celluloid hair pins, 5 on a card, shell and amber; Reg. 5c card—Friday, 2 for 5c. Mercerized belting, 21/2 inches wide, black only: Reg. 15c yd.-Friday, 8c. Teco silk hair nets, draw thread style; Reg.

-Friday, 3 for 10c. Combination hand mirror and hair pin box of aluminum, clearing away below manufacturers'

cost-at per box, 10c.

Folding metal coat hangers; Reg. 5c-Fri--Main Floor, Centre. day, 2 for 5c.

More of the Friday Bargains

Floor Coverings Grandmother Reversible Plaited

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, \$5.50.

Also slightly soiled Bathmats, size 30 by 60 inches, reg. \$4.00; Friday, each, \$1.50.

Also slightly soiled Bathmats, size 30 by 60 inches, reg. \$4.00; Friday, each \$1.95. Size 27 by 54 inches, reg. \$3.00; Friday bargains in Oriental Rugs taken from the big September Sale, include Mosuls, Kabistans, Hamadans, and silky Kazaks. Sizes average about 4 ft. 6 in. by 3 ft. Reg. \$55.00 to \$85.00; Friday, each, \$42.50.

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. 3 in.; Friday, each, \$37.50. Size 9 ft. 1 in. by 12 ft. 6 in.; Friday, each, \$100.00. Size 6 ft. 2 in. by 9 ft. 5 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, \$50.00. Size 12 ft. by 15 ft.; Friday, each, \$65.00. Size 12 ft. py 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$65.00. Size 11 ft. 2 in. by 15 ft.; Friday, each, \$65.00. Size 11

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

Hemmed union huckaback towels, sizes 18 by 34 inches and 20 by 39 inches. Reg. 45c; Friday, pair, 29c. Irish bordered union 12 %c; Friday, yard, 9c. -Second Floor,

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.

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

American tapestry paper of fruit design in terra cotta, green, tan and blue on a buff ground. Reg 60c; Fri-lay, single roll, \$5c. English silk-finished frawing room paper with figured stripe pattern on champagne ground. Reg. \$1.25; Friday, single roll, 75c.

-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 irawstrings and hooks. Special, Friday, each hanging \$4.95.

Curtain modras; also hemstitched. colored and bordered scrim: % inches wide, in white.

-Fourth Floor.

T. EATON Course