

# EATON'S DAILY STORE NEWS

## Considering the Timely Question of New Fall Clothes

### On the Special Selling of Coats, Tuesday

Imported Coats With Fur Collars and Cuffs at \$18.75. Plush Coats at \$19.75.

Such value is the result of an exceptionally fortunate special purchase, and affords an opportunity that in these days of high prices is seldom to be met with. The style is smart, new and very becoming, but it is the material that is particularly attractive. This is a new velvet-finished homespun, warm and extremely pretty, to which the smart, wide collar and cuffs of dyed coney give considerable distinction. The coats are lined throughout, and are prettily fashioned with pleats at the waistline held by a belt that passes through three buckles. Colors brown, green, navy, taupe and black. For sale at 8.30. Specially priced at \$18.75.

Coats of Salts' plush, lined throughout with pretty printed satens in gold, Copenhagen, heliotrope or black, and are extremely handsome, effective-looking coats. There is, too, quite a choice of styles—coats with all-around belts, coats that are belted in the front, and coats that are cut with graceful loose backs. Various types of the modish crush and convertible collars are to be met with, some banded with sealette, some made entirely of poneyette, with cuffs to match, enhancing the lustrous quality of the plush. Sizes 32 to 44. Every one marked at considerably less than the usual price, \$19.75.

—Third Floor, James St.

### Frocks for Afternoon Wear

Smartly Long and Straight of Line, and Showing Variation in the Way of Tunics, Close-fitting Cuffs and Quaint, Collarless Necks.



**S**HIMMERY SATINS and soft crepe de Chines are the fascinating materials from which they are fashioned—silken fabrics which seem to have been created for afternoon and evening frocks!

Always the vogue for slender, straight lines is emphasized, and even the modish Russian blouse shows no tendency to flare. To describe them:

At \$23.50—Crepe de Chine was the material chosen for an afternoon frock in a rare shade of old blue. The blouse is of Georgette with large collar and loose front panels of grey crepe de Chine and a vestee of white Georgette. The skirt is loosely pleated and falls in straight lines.

At \$23.50—For those who have a fondness for old rose there is a satin frock in this delectable shade. The skirt is plain and straightly full, the wide belt having a huge bow at the back. A touch of silk and metallic embroidery is seen on the front of the blouse and the sleeves are of Georgette.

At \$27.50—Very delightful is a dress in taupe satin made with pleated tunic and plain drop skirt. The belt is smart, crossing at the back and tying in front. The collar is of heavy lace and the sleeves are ornamented with buttons.

At \$35.00—A fascinating frock for afternoon wear is shown in soft satin. The draped skirt is quite narrow at the bottom and the blouse has sleeves and under-arm pieces of Georgette crepe. The round collarless neck is outlined with rose and metallic embroidery and the sleeves are banded with satin. Procurable in green, navy or Copenhagen.

At \$40.00—Satin and Georgette are charmingly combined in a nigger brown frock fashioned on slender Russian lines. The plain drop skirt is of satin and the skirt of the Georgette blouse is deeply banded with satin. Coral beading and metallic embroidery serve by way of adornment, the V-shaped neck being collarless.

At \$40.00—Another dress in clingy satin is in a lovely shade known as peacock blue. The collar and cuffs of white Georgette have soutache braiding and the blouse crosses in surplice style, fastening at the back. Three rows of stitching trim the plain, full skirt.

—Third Floor, James St.

### Modish Top Coats for Misses

Fashioned With Huge Collars, Ofttimes of Fur, Uniquely Arranged Pockets and Half or Full Length Belts. Many of the Models Are Lined With Silk.

**S**UCH ATTRACTIVE COATS are shown in the Misses' Department this season, the materials vying with shades in popularity.

In the former, wool velours, silver-ton, broadcloth and pom-pom are indisputably smart, while the fashionable colors include taupe, purple, nigger brown, balsam green and Pekin blue. To give descriptions and prices of a few models:

At \$37.50—An attractive coat in wool velours fashioned with semi-fitted back and straight, full skirt. The collar is of black plush and is a huge affair, as are the oddly-shaped pockets. It is interlined and lined with satin to the waist. Procurable in green or brown. Sizes 14 to 20.

At \$40.00—In that modish shade of blue known as Pekin is a model made from pom-pom cloth, lined with grey silk. The large cape collar is ornamented with buttons and the sleeves are narrowed at the wrist. The back of the coat is belted and the pleated pockets are a happy feature. Sizes 14 to 20.

At \$45.00—An array of smart coats are to be had at this popular price, developed in such fashionable materials as wool velours, broadcloth and silver-ton. They show belts, pockets and large collars, with trimmings of fur or plush. Colors, niggerbrown, balsam green, navy, taupe, Burgundy and black. Sizes 14 to 20.

At \$52.50—Military in style is a coat in khaki silver-ton, showing large cape collar, tailored seams, deep cuffs and flap pockets. It is belted and by way of adornment has large buttons. The lining is of silk. Sizes 14 to 20.

At \$65.00—In nigger brown broadcloth is an alluring model cut with high waistline having a double belt in front. The large pointed collar has smaller collar of beaver and there are deep pockets on either hip. Sizes 14 to 20.

At \$67.50—Charming in every line is a black broadcloth coat lined with supple satin. The large, round collar is of Hudson seal (seal rat) and buttons of the same fur ornament the wide belt. The coat possesses, moreover, two roony pockets. Sizes 14 to 20.

—Third Floor, Albert St.

### Imported Suits, Reduced to \$50.00

Models by Such Famous Couturiers as Callot, Cheruit, Doeuillet, Also a Delayed Shipment of New York Suits.

**N**EVER was there a season when suits were smarter and styles more becoming, and the suits in question have more than the average allurements. Many of them are models that have actually set the mode and show a nameless distinction, a subtle skill in the cut, great artistry in the selection of materials, colors and trimmings. When you realize that the materials are new and of superfine weave, that many of the long, slender-looking coats are belted and cuffed with fur, you may have some idea of the extraordinarily good values at a time when the cost of materials is higher than ever before. They number among them the smartest of suits for street wear, as well as practical models that will do duty for sports, or the thousand-and-one occupations in which the war-time woman is engaged. Included are velours, broadcloths, jerseys, gabardines, poplins and serges. The colors are Burgundy, wine, purple, tans, taupe, greys, navy and black. Many models show the combination of two colors or two materials, achieved usually in the trimming of collar and cuffs, the facings and panels, etc. On sale at 10.30 a.m. Reduced price, \$50.00.

—Third Floor, James St.

### Among the New Fall Hats

Handsome Models in Both Ready-to-Wear and Dress Designs, Betokening the Vogue For Velvet and Hatters' Plush.



**T**HE DESIGNERS have been most happy in their selection of shapes, materials and trimmings this fall. Whether the hat be of tailored or dress persuasion, one may count upon its being alike fashionable and becoming.

Moreover, not in many seasons have the trimmings been as simple as they are this fall, and one rejoices in the artistic result. Sometimes, for ornamentation, the hats rely solely upon a smart pom-pom of fur or a chic feather mount. Many have soft edges, while panne velvet is frequently used for whole crowns and upper brims.

Large and small shapes are shown in the array, the designers often turning up the brims at sharp and unexpected angles. The shape accorded highest favor, perhaps, is the small rolling brimmed hat similar to the chin-chin of former seasons.

Purple, beetroot and taupe are the foremost shades, being somewhat less popular than the all-black or black relieved by a tiny touch of color. Prices, \$4.75 to \$13.50.

### New York and Paris Model Hats, at Reduced Prices

A clearance of Hats, greatly reduced to clear Tuesday at prices ranging from \$13.50 to \$32.50.

—Second Floor, Yonge St.

### Very Lovely Are the New Blouses

Several Editions of the Separate Blouse as Evolved From Filmy Georgette Crepe, Fine Lace or Crepe de Chine.



**B**EHOLD that important factor, the separate blouse, in all the dignity of severe simplicity or in the exquisite beauty of finely-wrought silk and beaded embroidery!

Fashion has a liking for the suit blouse this fall, but she likewise sponsors the dainty model in a lighter shade. To mention a few of the smart styles:

The charm of sheer simplicity is seen in a blouse of white Georgette. The low, collarless neck is outlined with piping, and the front and back are pin-tucked. Unlike most blouses, the opening is on the shoulder, tiny pearl buttons with thread loops fastening on either side. The cuffs are also buttoned. Price, \$14.00.

In bisque Georgette is a smart model fashioned over a camisole of soft silk. The neck is collarless and has a piping of navy silk. The blouse has wide pleats over the shoulder, forming front and back panels, which have symmetrical rows of navy blue rope braiding. The tucked sleeve is also braid-trimmed. Price, \$25.00.

Likewise in Georgette is a handsome blouse elaborately embroidered across the back and front with silk and steel beads. The large, deep-backed collar has metallic tassels, and the vest and collar are of Georgette. Bands of white Georgette ornament the cuffs. Colors brown and old blue. Price, \$30.00.

The vogue for high collars is exemplified in an exquisite blouse of purple Georgette. Vest, high collar and cuffs are of sand Georgette, piped with purple Georgette, and having purple cord trimmings. The panelled back and surplice front are embroidered and beaded. Price, \$33.00.

Altogether adorable is a model in heavy white Georgette crepe, with camisole foundation of white silk. Tiny satin buttons, steel and silk embroidery, form the lovely trimmings, while the front, collar and panels are outlined with white satin piping. Price, \$37.50.

A dainty blouse in cream lace is fashioned over flesh satin. Bands of shell pink beading extend around the square neck, and hang loosely in front. The slashed sleeves have deep cuff. Price, \$40.00.

—Third Floor, Centre.

### For Girls—Smart Dresses and Coats

Describing Practical Models For School and "Best" Wear. Also a Useful Slicker Set for the Rainy Days.

**O**F INTEREST alike to mother and youthful daughter is the the choosing of frocks and coats for school and holiday occasions. There are serviceable little dresses in serge and velvet, tailored coats in cheviot, plush and caracul, and useful slicker raincoats in oiled materials. Thus:

In navy blue serge is a one-piece dress suggestive of the comfortable middie style. The blouse has a deep yoke, finishing in a wide tuck, and a small inset pocket bound with black silk. The full pleated skirt is topped by a wide belt, and the sailor collar and shield have yellow silk braiding and emblem. Sizes 6 to 14 years. Price, \$10.00.

Somewhat similar in design is another frock in navy blue serge, the skirt of this model being box pleated from the deep yoke. The purse belt is of black patent leather, and the sailor collar and shield have alternate rows of white and yellow braid. Sizes 6 to 14 years. Price, \$13.00.

A youthful little frock in soft velvet is simply made, and has sleeves, collar and pipings of black messaline silk. Rows of black silk buttons ornament the surplice front and large pointed pockets, while a dainty collar of Georgette gives a distinctive touch. Available in brown, Copen, navy and black. Sizes 10 to 14 years. Price, \$23.00.

A jaunty coat in black caracul has a convertible collar, with a deep back, full-length belt and turned-back cuff. The collar and cuffs have narrow bandings of fur fabric, and the coat is lined with material in effective Paisley design. Sizes 10 to 14 years. Price, \$15.00.

Mannishly tailored and practical to a degree is a top coat of heavy grey Oxford cloth. It is double-breasted, with small, round collar, strapped sleeves and full-length buckled belt. The deep pockets have flap tops, and the coat is lined throughout. Sizes 8 to 14 years. Price, \$20.00.

For the wet days a raincoat is essential, and in oilskins may be had such a swaggy slicker. The coat has Raglan sleeves, turned-down collar, and pockets, and the hat is made in helmet style. Procurable in navy, green or khaki. Sizes 6 to 14 years. Prices, \$5.25 to \$6.25.

—Third Floor, Yonge St.

### Let the Shopping Service Help You

If you cannot come to the Store to shop personally send your list of needs for your house or your wardrobe to the Shopping Service, and everything will be carefully selected by an experienced shopper. Address your letter to the "Shopping Service."

