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# EATON'S DAILY STORE NEWS

C.D.V. small postcard size photos, full figure or head and shoulders, 4 for 25c. Camera Counter, Main Floor, James St.

## The GRAND - OPENING - DISPLAY - of - FURS -

— BEGINNING — MONDAY — OCT. — 22 nd. —



NOVEMBER is close at hand, the month of bleak, sunless days, of snow flurries and of biting frost — the season when Furs come on the scene in all their warmth and glory. And to present to you the new mode in neckpieces, muffs and wraps, the Fur Department, on Monday and the following days, will be set forth in gala array with

### A SUPPERB SHOWING OF FASHIONABLE PELTRIES

Among which will be featured the furs of chief favor in the style centres of Paris, London and New York—

- Fox in the brown and taupe tints known variously as Georgette, Pointe, Lucille, Yukon, Victoria and cinnamon.
- White fox, black fox, cross fox, red fox and pointed fox.
- Wolf—Brown, taupe, black and grey.
- Copper, sable, Alaska sable and mink.
- Ermine, moleskin and Hudson seal (seal rat).
- Kolinsky and Jap-Kolinsky (dyed weasel).

In All of Which Will Be Emphasized the Ruling Vogue of the Animal Scarf, the Caperine, the Round Muff, and the All-enveloping, All-prevailing Coat of Hudson Seal.

THE SENSATION of the season is the cape. Its form is legion, varying from the wee collarette to the pelarine that reaches to the waist, serving as a quaint little mantelet. Oftentimes it appears as a long shawl scarf, arranged cape-wise on the shoulders. For which are employed such peltries as Hudson seal (seal rat), moleskin, Kolinsky and ermine.

The alternative neckpiece is the flat animal scarf in wolf or fox, head, tail and paws finishing it off in logical manner.

And whether worn with cape or scarf, the fashionable muff is almost invariably round or "canteen" (oblong) in shape.

The coat of 1917-18 is slimmer in line than its predecessor of last year, falling gracefully in a straight line from shoulder to ankle. It may be slightly full and belted, or semi-fitting, without belt. As for the collar—ever the chief point of interest in a coat—it is sometimes of the seal itself, but oftentimes of some such contrasting peltry as Kolinsky, taupe fox, Alaska sable, beaver, natural lynx or opossum.

The brown muskrat coat also presents itself with sure confidence of popularity for motoring and general winter wear. It, too, follows the straight lines of current vogue.

### A MAGNIFICENT ASSEMBLAGE OF NECKPIECES, MUFFS and WRAPS

including many original models from Revillon Freres, the world-famous furriers of Paris, London and New York, together with many other importations, also reproductions and original designs from our own workrooms.

#### NECKPIECES AND MUFFS

- Brown Fox—Scarfs, \$46.50 to \$95.00; muffs, \$47.50 to \$85.00; sets, \$80.00 to \$170.00.
- Black Fox—Scarfs, \$35.00 to \$72.50; muffs, \$38.50 to \$55.00.
- White Fox—Scarfs, \$50.00 to \$95.00; muffs, \$70.00 and \$80.00.
- Red Fox—Scarfs, \$25.00 to \$65.00; muffs, \$38.50 to \$55.00.
- Brown Wolf—Scarfs, \$15.00 to \$42.50; muffs, \$20.00 to \$37.50.
- Black Wolf—Scarfs, \$17.50 to \$25.00; muffs, \$17.50 to \$27.50.
- Grey Wolf—Scarfs, \$15.00 to \$67.50; muffs, \$23.75 to \$30.00.

#### COLLARETTES AND CAPERINES

- Alaska Sable—Neckpieces, \$15.00 to \$80.00; muffs, \$22.50 up.
- Hudson Seal—Neckpieces, from \$10.00 to \$65.00; muffs, \$18.50 up; sets, \$35.00.
- Moleskin—Neckpieces, from \$6.25 to \$23.50; muffs, from \$17.50 to \$30.00; set, \$37.50.
- Mink—Neckpieces, \$17.50 to \$295.00; muffs, \$42.50 up.
- Kolinsky and Jap-Kolinsky (dyed weasel)—Neckpieces, \$65.00 and \$75.00; muffs, \$27.50 and \$55.00.
- Ermine—Neckpieces, \$18.50 to \$100.00; muffs, \$45.00 up; sets, \$215.00 to \$275.00.
- Copper Sable—Sets, \$250.00 to \$320.00.

#### COATS AND WRAPS

- Hudson Seal (seal rat)—With plain or contrasting collars and cuffs, \$139.00 to \$750.00.
- Brown Muskrat — \$65.00 to \$225.00.

—Third Floor, Yonge St.

THE T. EATON CO. LIMITED



Caperine and round muff of ermine, with facings of chinchilla, squirrel, and lining of white satin and chiffon—a model from Revillon Freres. Price, \$375.00 set.



Cape and pillow muff of Alaska sable in "drop" skin, set, with natural tails. Price, \$500.00 set.

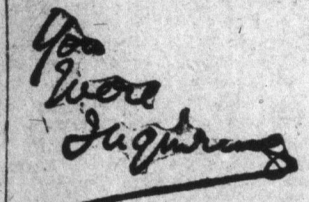


Cape of moleskin with ermine facings and lining of taupe chiffon—dog muff with tassels and pipings of ermine. A Revillon Freres model. Price, \$375.00.



Cape scarf and round muff of Jap-Kolinsky (dyed weasel). Price, \$102.50 set.

Coat in Hudson seal, French dyed (seal muskrat), with pointed collar and deep cuffs of Alaska sable, and lining of brass color crepe. Note the deep point in the elbow of the sleeve. This, too, a model from Revillon Freres.



If perplexity assails you in any matter concerning your wardrobe, the furnishing of your house, the choosing of a gift, the filling of a soldier's overcoat box—write to "The Scriber," who will reply to you in the columns below. If you live out of town and wish to purchase something advertised on this page—or anything which is not listed in the Catalogue—address your order to The Shopping Service.

"A Busy Wayfarer."—Fancy your sitting down, "once upon a midnight dreary," and peering that interesting screen on the amiability of public servants. Your appreciation of the two salespeople will certainly be "passed on." We were delighted to receive it. As for the "talks" on pictures—here's hoping!

"Curious One."—"Roberts' Rules of Order" may be had for \$1.10. Feeling the responsibility of the vote!

W. J. B.—And your call, too, can be met—10-gallon crocks (empty) being procurable at \$2.85, and 6-gallon at \$1.45. Both prices include covers.

"Louise."—One seems to associate blue with a "Louise," but if your bedroom looks to the north it would be wiser to adorn it with pink. One would suggest an English flower garden wall paper, with curtains in plain rose color case-ment cloth, and rose or moss green Scotch wool square on the floor. Or, if the room is small, an unpatterned ivory paper with curtains of crestone in which rose is the predominating color.

If warmth is the chief requisite in the baby slippers, why not have a pair of the crocheted wool variety with lamb soles. They are in pink, at \$1.50 a pair.

If you will send your full address we will try what we can do about providing you with the somewhat complicated directions you want.

"Mother."—Had you thought of marabout? It is inexpensive, yet by no means or means what you would call "cheap." It can be had in the fashionable brown shade, a neckpiece in the modish cape style being \$8.50, and a muff, \$5.00.

If you still prefer to concoct some sort of a stole and muff for yourself, suitable brown silk may be had from \$1.50 to \$2.50, 54 inches wide. In fur banding to border it you may have Western Sable, 3 inches wide, at \$3.00 a yard; beaver, 2 inches, at \$4.00, or 3 inches at \$6.00, and skunk, 3 inches, at \$15.00 a yard.

### The Scriber

Blue Serge Gowns From New York

Replete With the Smartness of Flying Panel, Tunic, and Bustle—Delightful Models Priced From \$35.00 to \$85.00.

INDOORS, OUTDOORS, morning, midday and afternoon, 'tis seen on the best-dressed women in New York — this tailored gown of navy blue serge.

And behold it in the Little Rose and Grey Model Rooms here, smart as the smartest models you see down there in Gotham. To describe a few of them:

Model in navy serge, with peg-top skirt and surplice bodice with white flannel collar. Price, \$35.00.

Pictureque model showing foundation of sand color crepe de Chine, with overdress of navy serge, and the skirt of the latter cut in flying panel effect. Price, \$55.00.

Likewise in blue serge is a model with collar of red chiffon on the bodice, and an underskirt of black satin beneath the slashed tunic. Price, \$85.00.

—Third Floor, James St.

### "The Definite Object"

Jeffery Farnold's Latest Novel, "Reviewed" For Us by "Katherine Hale."

THIS is a romance without a word of war from beginning to end. Those who admire the whimsical humor of Jeffery Farnold, and who wish to get away from the tension of present-day life for a while, will find much to interest them in this amusing tale.

The plot is concerned with the doings of a young American millionaire, who, tired of the monotonous ease of his days, gives himself up to Chance, and is introduced by an amateur burglar to a certain slum of New York, known to the initiated as "Hell's Kitchen." Here, among its various denizens, especially a band of American Anarches, Geoffrey Ravensdale finds scope for all his wit and resources. Life as a peanut vendor becomes more interesting to his adventurous soul than as a mere millionaire.

But "the definite object" is really the pursuit of Love. There is a rose blooming in Hell's Kitchen. To pluck this rose, from sorry surroundings and place it in a garden, makes the romantic interest. The story is full of action.

(For sale in the Book Department. Price, \$1.25.)

### EATONIA Sewing Machines, Monday, at \$22.50

WHILE everything that goes into the manufacture of these machines has advanced in price, particularly in the past few years, only once in 20 years have we offered machines of this quality at so low a price. Think of it! Machines absolutely guaranteed for ten years, without any restrictions, for \$22.50. You can buy one without hesitation, for we've handled the Eatonias machines for 20 years and know they are right. They are the popular drop-head design, have five drawers, bicycle ball bearings, so that they run smoothly and easily, and the cases are of golden oak. With each machine is a complete set of attachments, such as tucker, ruffler, hemmer, binder, braider, quilter, etc., in strong, plush-lined box. We will take orders by phone, mail or wire as long as the lot lasts, and deliver them free anywhere in the city, Ontario or Eastern Provinces. See these in Yonge and Queen street windows. Monday, go directly to Purchase Building—they are on the second floor. Remember, guaranteed for ten years. Extra special price, \$22.50.



Animal scarf and round muff of red fox. Price, \$120.00 set.

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