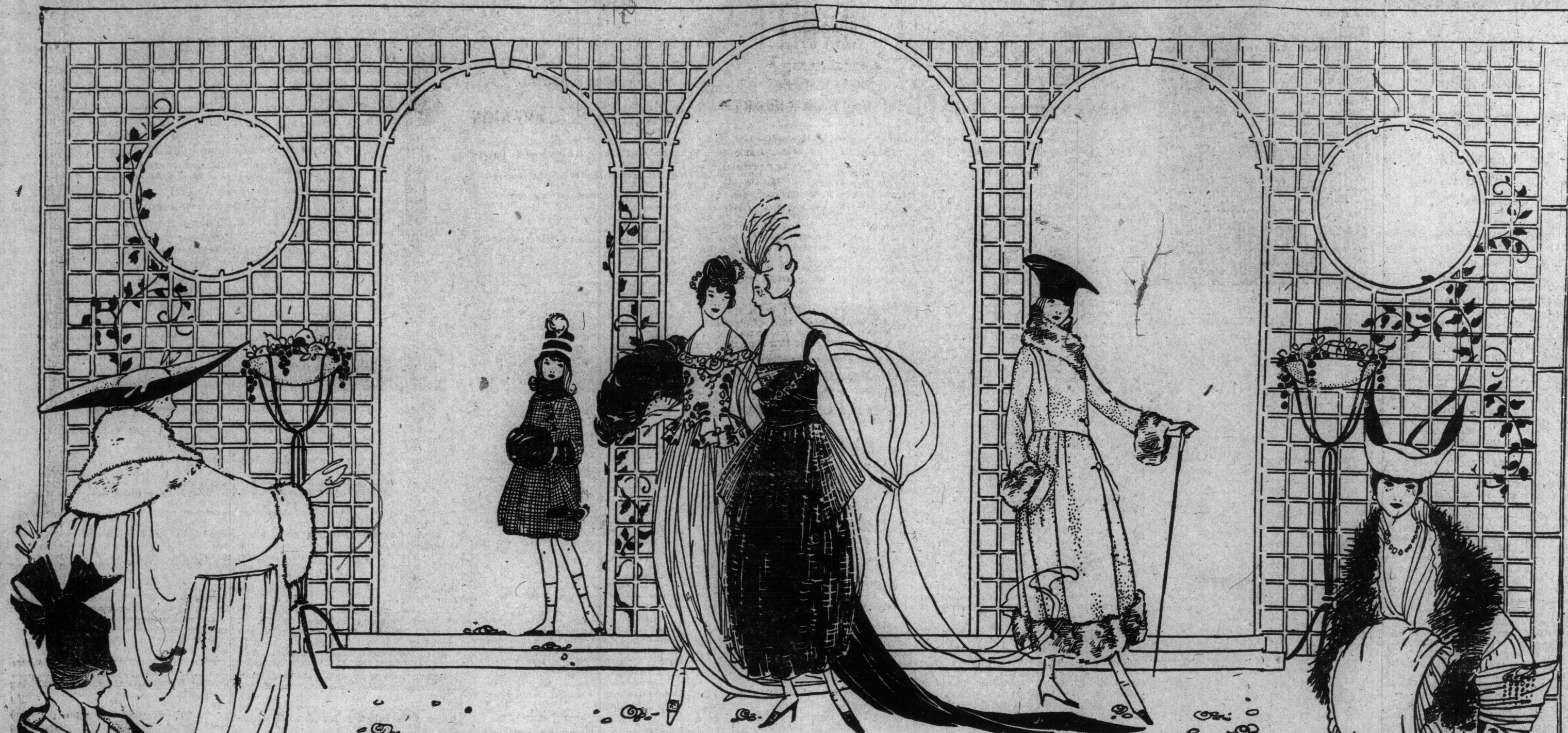


Three hundred 88-note Perfection Player-Piano Rolls, reduced to 3 for 25c—Fifth Floor

EATON'S DAILY STORE NEWS

EATON'S develop films at 5c per roll. Mail them or bring them to Camera Section, Main Floor.



From Paris Come Many Chic and Lovely Things for the Fall and Winter Opening

Suits by Such Couturiers as Cheruit, Bernard and Callot

Masterpieces in Smart Tailoring Offered at the Incredibly Moderate Prices of \$75.00 to \$100.00 Each—Many of Them Collared and Cuffed With Fur.

ORIGINALITY, CHARM, ELEGANCE—such qualities abide and abound in these suits from the master tailors of Paris. And very wearable are they withal, contrived from such durable materials as cheviot, velours, serge, duvetyn and Jersey cloth, many of them made warm and becoming with collars and cuffs of fur.

As a collection procured by special purchase they are offered at extraordinarily moderate prices. Thus:

By Callot Soeurs is a charming suit in navy cheviot, the plain, close-fitting coat showing collar of rose burella cloth. Price, \$75.00. In navy blue velours-poplin is a delightful suit by Cheruit, the coat boasting a collar of ringtail opossum. Price, \$75.00. For dress wear is an artistic model by Bulloz—combining velvet and duvetyn of a tan leather shade. Price, \$75.00. Very lovely is another velvet model in Worcester China green, the modish slipover coat showing loose panels lined with pale taupe broadcloth. Price, \$100.00. This is from Brandt. Bernard is represented by a very swagger costume in fleecy cheviot in a soft grey-tan, the long coat showing a deep collar of grey rabbit. Price, \$75.00. By Georgette is a picturesque model in taupe duvetyn banded with taupe color rabbit fur. Price, \$75.00. —Third Floor, James St.

Street Coats, Motor Coats, Evening Wraps, From Paquin, Bulloz, Doeillet and Bernard

Swagger Models in Bolivia, Pom-pom, Heather Cloth, Velours, Velvet, Duvetyn, Many of Them Trimmed With Fur, and All of Them Charming Lined With Silk or Satin.

COATS AS PARIS KNOWS HOW TO MAKE THEM—can you not picture them? Their flowing, picturesque line, their exquisite materials, their charming linings, their indefinable chic!

And here is a delightful assemblage of them—models from some of the cleverest coatmakers in the world. Among them are swagger tweed motor coats, street coats of velours "pom-pom," Bolivia and burella cloth, and evening and afternoon wraps of panne velvet, velvet cord and duvetyn. Many of them are luxuriously collared and cuffed, with Kolinsky, opossum, grey wolf or squirrel.

There is a wide range of colors—sapphire blue, American Beauty, taupe, Burgundy, brown, purple, black and white checks, and much navy blue.

Prices run from \$45.00 to \$175.00—in every case the amount very considerably lower than the usual price for this distinguished type of wrap. —Third Floor, James St.

Exquisite Dress Trimmings From Paris

Bandings, Medallions, Tassels and Passementerie in Fascinating Bead, Flower and Silk Embroidery Effects.

PARIS FINGER-MARKS are plain on these trimmings just arrived from across the seas. They are Frenchy and distinctive as medallions and garnitures well can be—glowing with charming color and replete with that subtle interesting something which denotes the magic hand of Paris.

There are sets of medallions and neck ornaments in grey soutache and coral beads—tassels of green, blue and yellow beads—charming Oriental-like medallions of green, yellow and rose beads—and narrow ball edgings of pink crystals.

If you want a distinctive adornment for any type of frock, you will go into ecstasies over these. The sets run from \$1.50 to \$3.00; the medallions from \$3.00 to \$20.00 a yard (single medallions average about 1/4 yard); bead ball edgings, \$2.00 to \$4.50 per yard; rosebud trimmings, from \$1.50 to \$4.00 per yard; and floral buckles, etc., from 50 cents to \$2.00. —Main Floor, Yonge St.

This is Interesting

HAVE YOU NOTICED that the Frenchiest of the French suits show coats that are knee-length and longer? And nine out of ten of them have alluringly comfy collars of Kolinsky, squirrel, moufflon, rabbit or other fashionable fur, which crush up around the throat in the most becoming fashion.

Pom-pom, the new material for coats and suits, bears a strong family likeness to Bolivia cloth, but the pile of it is longer and smoother. In its softness it is very charming.

Fashionable skirts are very narrow. There's not a remnant of doubt about that. And being conducive to a youthful appearance, few there are who are not rejoicing in their return. Combined with the high waistline, they seem to foreshadow the revival of Empire modes.

How to be slim though not too plain in the designing of the season's costume has been achieved by many of the French dressmakers by the use of the flying panel. It appears on both coats and skirts, contributing detail and softness without adding bulk.

The Scrub.

Let Miss Newport Fit You For Your New Corset

This well-known Corsetiere is in attendance at the Corset Department, Third Floor. Appointments for fitting the Nemo Models may be made by telephone or at the Department Office

Gowns From Such Dressmakers as Lanvin, Premet and Jenny

Morning, Afternoon and Evening Gowns—Alluring Creations in Satin, Brocade, Serge, Velvet, Georgette Crepe and Crepe de Chine.

ON SALE AT 10.30 A.M. THURSDAY AT \$75.00

AND GENIUS IN GOWN-MAKING is not limited to the three celebrities listed in the headline. You will find models in the collection from Doeillet, Bulloz, Brandt and Cheruit. In the whole group you have creations from some of the cleverest fingers in Paris—dresses with that chic and distinctiveness so inimitably French.

Included are gowns of serge, velours and gabardine, suitable for morning wear, and for general usefulness under the top coat. There are many very lovely afternoon frocks, in crepe de Chine, broadcloth, satin and velvet, and evening gowns in brocade, satin, velvet and net.

All the new style features of the season are charmingly exemplified—the narrow skirt, the semi-Empire waistline, the Grecian neck, the Chinese blouse, and the tunic skirt. Colors include such fashionable tones as raisin brown, jade green, biscuit, tan, taupe, navy blue, rose and black.

The collection will be placed on Sale on Thursday morning at 10.30 o'clock, at the extraordinary Special price of \$75.00. —Third Floor, James St.

Alluring Hand-embroidered Blouses of Georgette Crepe and Crepe de Chine

So Truly Parisian in Their Filmy Daintiness and Piquant Touches of Embroidery.

PERFECTLY ADORABLE BLOUSES these are! Sewn and embroidered by the deft fingers of French needlewomen, they are dreams of soft daintiness. And they are full of style—ready to serve as worthy supplements to the Paris suits described above.

Lace, net, Georgette crepe and crepe de Chine are the materials employed to such delightful effect, the choice of colors including flesh, white, maize, Copen, blue, taupe, rose, grey and navy blue.

Some of the models are in Russian blouse style, others in picturesque slipover effects. Others show the new Grecian neck. It is a collection of exquisite blouses—smart as can be, and very moderately priced at \$8.50 to \$22.00. —Third Floor, Centre.



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