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EATON'S DAILY STORE NEWS

Miss Newport, the 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.

The Fall and Winter Opening Continues on Wednesday

With Its Superb Display of Authentic Styles in Coats, Suits, Dresses, Skirts, Blouses and Furs for Women, Misses and Children, the Day Being Specially Devoted to the Showing of

Furs and Misses' Apparel

the Same Being Charmingly Exemplified in the

Promenade of Mannequins at 10 o'Clock

In the Albert and Yonge Street Section of the Third Floor

Everything Smart and New for Misses' Wearing

Coats, Suits, Dresses and Skirts — A Gala Array of Latest Models From Tailors and Dressmakers in New York Who Specialize in Garments for Slight, Youthful Figures.

FOR COLLEGE GIRLS—YOUNG BUSINESS WOMEN—ANYONE OF YOUTHFUL FIGURE WEARING SIZES 14 TO 20 YEARS.

Dresses

ALL THE WAY from the demure little school frock of navy serge to the chic creation of satin charmeuse copied from a Paris model, runs the story of the dresses in the Misses' Section. Skirts are narrow, tunics are plentiful, and many of the waists are distinctly high. If your demand is for any size of frock between 14 and 20 years you will be delighted with the wide choice the showing affords. For example:

A charming group of New York models to be worn by the mannequins—gowns in satin, crepe de Chine, Georgette crepe and serge, showing all the interesting new style features mentioned above.

A wonderfully smart dress of navy serge, with pleated tunic and white satin collar and vestee. Price, \$30.00.

With modish little bolero—another navy serge model, having sleeves of navy Georgette and collar of white Georgette. Price, \$32.50.

In Chinese blouse effect—a clever dress in navy serge, the long, loose bodice delightfully embroidered in mahogany color silks, with neck finished off becomingly with white satin collar. Price, \$27.50.

Fashioned of taupe satin—an attractive gown with bodice in surplice style (creamy filet lace collar) and gathered skirt. Price, \$37.50.

Simple and smart—model in black satin with white satin collar. Price, \$40.00.

One of the many frocks specially designed for "juniors" (sizes 13 to 19 years)—a high-waisted design, with gathered skirt. To be had in crepe de Chine, in Alice, navy, smoke color and black. Price, \$22.50.

Skirts

YOUNG MISS CANADA will go into raptures over the separate skirts Dame Fashion has provided for her fall and winter wearing. Those to be exploited on Wednesday are the very perfection of smart, trig tailoring. Narrow around the ankles and flat over the hips, some of them fall perfectly straight, others flare out into peg-top effects. Navy blue serge is the all-popular material. As for prices:

In black or navy serge is a very swagger model, the pleats on the sides spreading out in "barrel" style. Price, \$12.50.

With pleats at either side, stitched flatly down, is another model in navy or black serge. Price, \$10.00.

With a hip yoke bound with black braid and low drapery is still another model in navy or black serge. Price, \$13.75.

In navy taffeta, striped and checked with grey, is a simple gathered skirt at \$8.75.

Navy blue gabardine with woven border of sand color is employed for a delightful pleated skirt with wide belt. Price, \$20.00.

The "Shopping Service" Will Select Your Winter Wardrobe For You

If you are unable to attend the Opening, one of the shoppers from the Shopping Service will act as your proxy and select for you the suit, coat or dress you may require for yourself or your children. Mark the corner of your letter "Shopping Service."

Suits

COMPOSED OF SUCH MATERIALS as velours, broadcloth, tricotine, velveteen and "silvertone," the suits set forth for misses' wearing are alluringly soft and becoming. And down they run in a straight line from shoulder to ankle—a delightful provision for slim youthfulness. Moreover, four out of five of them are collared and cuffed with fur. Here are a few representative models:

In deep violet color broadcloth—a most picturesque suit in Russian blouse style, with detachable collar of grey wolf. Price, \$75.00.

Navy blue tricotine is developed modishly into a straight, simple skirt and high-waisted coat, with collar of Hudson seal (seal rat). Price, \$90.00.

A most artistic suit in balsam green broadcloth shows flying panels on the coat banded with Hudson seal (seal rat), the same fur serving by way of collar. Price, \$75.00.

In brown velveteen is a delightful model with coat in Russian blouse effect. Price, \$50.00.

"Silvertone," the new fabric, with a silvery fleck on its soft, velours-like weaves, is developed in another model with belted coat in high-waisted style. Price, \$50.00.

—Third Floor, Albert and Yonge Sts.

Coats

COLLARS aspire to be capes, on the new wraps, and the fashionable top coat promises to be as warm as it is smart. Contrived of some such thick, soft stuff as velours, "pom-pom" cloth, beaver cloth or nap-faced weave, it envelops the entire costume beneath, and fastens with a huge crush collar, which when open assumes the shape and likeness of a shoulder cape. The colors of first favor are taupe, balsam green, Burgundy, brown and navy blue.

A huge assemblage of such coats is ready for your inspection on Wednesday—New York models and clever reproductions of imported designs by our own workrooms.

Nine out of ten models are belted, and many show collars or bandings of fur or fur plush. It is a splendid collection of coats for misses' wearing—for school or college use, for motoring, and for street and dress wear. Prices run from \$15.00 to \$45.00.

—Third Floor, Albert and Yonge Sts.

Setting Forth the New Mode in Furs--Coats, Muffs and Stoles

A Large and Comprehensive Display of Imported and Domestic Models—Models That Prove the Renewed Vogue of the Hudson Seal (Seal Rat) Coat and the Predominance of the Neckpieces and Muffs of Wolf, Fox and Lynx.

THE HUDSON SEAL COAT knows no eclipse in Fashion's favor. No other peltry can cast a shadow across its popularity. It is the coat pre-eminent for the winter of 1917. Narrower around the skirt than formerly, its collar shows a marked inclination toward deep shoulder points or round cape effects.

Hudson Seal Coats, 42, 45 and 47 inches long, are featured at \$145.00, \$150.00, \$175.00, \$225.00, \$250.00 to \$395.00. Some flare from the shoulder, others are semi-fitting to the waist. Many have collars of contrasting fur—Kolinsky, skunk, lynx, mink or beaver.

In neckpieces and muffs it is the long-haired furs that score the biggest triumphs—fox in taupe, pointed, red, cinnamon, white and Georgette shades; wolf in taupe and grey, and black lynx. Beaver, ringtail opossum, mink and Kolinsky are also high in La Mode's approval. Muffs are round, and stoles lie flat on the shoulders. As for prices:

Cape Collar of Kolinsky, \$42.50. Round muff to match, with tails and paws across the bottom, \$50.00. White Fox Animal Stoles, lined with crepe de Chine, \$42.50, \$67.50 and \$70.00. White Fox Muffs, in round shapes, \$70.00. Children's Stoles and Cape Collars, in white rabbit, white Thibet, grey and white squirrel, nutria beaver. Prices, \$3.95, \$5.00, \$6.75, \$7.50 to \$13.50.

—Third Floor, Yonge St.

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