

At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 8.20, 9, 10 a.m., and 1, 4 and 4.40 p.m.

# EATON'S DAILY STORE NEWS

THE STORE'S CONVENIENCES. The Waiting and Rest Room, Third Floor. The Information Bureau and Post Office, Main Floor. The Free Parceling and Checking Desk, in the Basement.

## CONTINUING TODAY (The Fourth Day)

# The Formal Presentation of Spring Modes

Watch for Announcements of Special Selling of Boys' Suits, Saturday

The Springtime Display of Women's Suits Features a host of graceful new models in all the fashionable materials and colors. Prices \$35.00 to \$300.00.



### Exhibits a Bewitching Galaxy of New Models in Hats, Suits, Coats, Dresses, Blouses and Separate Skirts for Women, Misses and Children

FEATURING ESPECIALLY

A SPLENDID COLLECTION OF SMART ATTIRE FOR MISSES

Suits, Coats, Dresses and Skirts from some of the most noted designers of apparel for girls who are still in their teens or just out of them. Every garment endowed with a bewitching youthfulness

### SUITS OF UNUSUAL CHARM AND DISTINCTION

The straight line is the hall-mark of the mode, and the modish suits for misses are straight and simpler than ever; narrow at the shoulders, tighter as to sleeves, and with smaller collars. The Eton coat and the short, loose pony coat are two of the novelties of the season, both of them charmingly girlish, while coats of more conservative type are belted with basques of uneven length.

Skirts are narrower and are frequently finished with tunic showing diagonal line. Tricotine, Poirer twill, gabardine, serge, homespun, durtone (a cashmere finished twill), silvertone, velours, and the new silk-knitted tricolette are the materials most in favor, while in colors the various soft tans, chinchillas, castor, seagull grey, and the inevitable navy lead the van, with the brighter framboise (raspberry), peacock, spruce, and redwood to give variety. Prices range from 37.50 to 105.00

Coats are gracefully simple and nearly always belted, the one exception to the belted style being the "chappie" coat, a loose box style cut on rather mannish lines, with pockets and small notch collar. The skirts are fairly full, but hang in straight folds, with a remarkable absence of flare, and pleats and tucks play an important part in their fashioning. Here again, beaver shades, greys and navy are prominent, with occasionally peacock or raspberry. Prices range from 45.00 to 105.00



### Mannequins Will Promenade

On the Third Floor this morning, from 10 to 11.30 o'clock, displaying the various items of smart attire, as follows: Misses' Dresses, Coats, and Suits. On this occasion the Mannequins will wear hats from the spring showing in the Millinery Department.

### Miss Watt Experienced in the Fitting of the Far-famed

### Frolaset Corsets

Will be in attendance in the Corset Department for the next two weeks. Telephone, make your appointment as soon as possible.

—Third Floor, Queen St.

### Pretty Little Dresses of White Lawn for Girls Are Priced at \$1.98

Quite inexpensive, and so nicely fashioned are these dresses of white lawn! They are made in semi-high-waisted effect, the front of bodice being adorned with a panel of fine white embroidered organdy, which is trimmed with Val. lace insertion and edge. Large and small tucks are to be seen on each side of panel and the square neck is finished with Val. insertion and edge. The short sleeves are finished with insertion and lace, and the skirt, which is made full, is trimmed with three small and large tucks, also deep hem. Sizes 6 to 14 years. Moderately priced at 1.98

At \$2.95 are dresses of fine white voile, having two panels of embroidered voile trimmed with two rows of Val. insertion, in rose pattern, on each side, and hanging loosely over ribbon girdle. The front of blouse has two rows of lace insertion and small lace frill across from each side of centre panel, square neck and short sleeves being finished with lace to match. The full pleated skirt has cluster of small tucks, two rows of wide lace insertion and lace edge. Also other styles from which to choose. Sizes 6 to 14x. Price, each 2.25 3.05

### Women's Japanese Cotton Crepe Dressing Gowns, Each, \$1.79

They are made in loose style of Japanese cotton crepe, finished with sach of same material with fringed ends. These gowns are trimmed with wide bindings of white cotton crepe, have long loose flowing sleeves and adorned with hand embroidered designs on front, back and sleeves. Procurable in rose and sky, trimmed with white. Price 1.79

### Children's Rompers and Wash Suits, Splendid Value at \$1.10 to \$3.25

Soon the little boy will need a supply of Wash Suits for spring and summer. And the mother, whose duty it is to see her small boy suitably clothed, will find here a number of delightful styles in imported suits and a good assortment of serviceable materials.

Children's Gingham Rompers, in various colors and of fine quality gingham, in pretty stripe effects. They have short sleeves, loose leg, and drop seat. All are piped with white. Sizes 2 to 4 years. Price 1.10

Attractive White Dimity Wash Suits, having straight trousers. The sailor collar and "turn-down" of brown chambray, which also pipes the short sleeves and pocket (fast color). Sizes 2 to 6 years. Price 1.85

Particularly smart are imported Green Chambray Suits. These are made in the popular coat style, with straight knee trousers, collar, cuffs, belt and two patch pockets of white galatea; fast colors. Price 2.25

### A Vast Assortment of Women's Nightgowns and One-Piece Sleeping Suits at Moderate Prices

No need to wonder where there's a good assortment of styles, materials and a good range of prices—here are gowns and sleeping suits in a splendid array! and the woman who has a liking for dainty, as well as serviceable "undies," should be much interested.

At \$1.00 are white cotton gowns, having long sleeves, high neck and down front trimmed with dainty embroidery, the yoke in front having insets of embroidery insertion and tiny tucks by way of adornment.

At \$1.35 are attractive gowns of white cotton, having deep yoke of lace insertion set on either side of embroidered muslin, the elbow sleeves and neck being finished with insertion and lace edge.

At \$1.50 are particularly dainty gowns, having yoke formed by two small groups of smoking or by row of hemstitching, and are daintily embroidered in white and colored French knots. They have low necks and short sleeves.

At \$1.65 are sleeping suits of white cotton, made in trouser effect, having "V"-neck (plain

or with lapels), either trimmed with lace or having a band of contrasting color—pale blue or pale pink. A patch pocket adorns some of the suits, and a gathered frill finishes the ankle. Some very attractive gowns at this price have low neck, the yoke being formed by allover embroidery, and the short sleeves edged with lace; still others are more plainly made, a high waist effect being formed by a row of embroidery, which also edges the neck and the short sleeves.

At \$3.25—Dainty as one could possibly desire are gowns of splendid quality white cotton, having deep yoke in front, a smaller yoke in back and kimono sleeves formed by alternate rows of Swiss muslin and Val. insertion, the "V"-neck and waistline being finished with satin ribbon. —Third Floor, Queen Street.

### Men's Shirts—Various Designs at Various Prices

These items are certain to be helpfully suggestive to the man who is looking for a shirt of almost any kind. The list below is arranged according to price.

Shirts that are specially made for the tall, slender youth. They are made from fine shirting materials; light grounds with stripes of blue, black, mauve; with stiff cuffs, laundered neckbands. In coat style. Sizes 13, 13½ and 14. Each .75

Men's Fancy Colored Shirts of fine shirting materials, light grounds, with stripes of blue, black, mauve; attached laundered or soft cuffs, coat style; generously cut bodies, double seams, double sewn. Sizes 14 to 17. Each 1.00

### There's Just the Right Amount of Snap to These Men's Soft Hats at \$3.50

This collection should help you in the selection of your new spring hat, for they're in smart, in crease crown style, with flat-set brim and narrow welted edge, in green, brown and grey. Sizes 6½ to 7½. Each 3.50

Children's "Rah Rah" Hats, with dome, crease or fancy crowns, and roll or drooping brims. In tweed material or fancy cheviot patterns and grey and green mixtures. Sizes 6½ to 7. Each, 2.00

—Main Floor, James Street.

### Snappy Styles in New Easter Footwear for Women

Only a little over three weeks till Easter. It's time for selecting your new footwear, and just now our stock is complete with the most up-to-date models and smartest designs of the season.

For instance, this stylish laced boot in the new khaki shade, of light calf, with welt soles and military heels; height nine inches; sizes 2½ to 7; A to D. Price, 9.00

A handsome tan calf laced boot in the new brown shade. It is 8 inches high, with welt soles, toe-caps and Cuban heels; sizes 2½ to 7. A to D. Price 10.00

A distinctive model is this of fine violet kid, in dark grey, laced, with 8-inch tops, plain vamp, welt soles and Cuban heels; sizes 2½ to 8; AA to D. Price 13.00

—Second Floor, Queen Street.

### New Habutal Silks in Delightful Spring Colors

They are 36 inches wide, and include such excellent spring shades as sand, grey, mint green, pale rose, flesh color, a golden apricot shade, maize, lavender, Copen, and pale blue, besides an unusually good range of dark colors, such as navy blue, spruce green and tobacco brown. They are at two prices, one soft-finished quality being \$1.00, and another in the special new taffeta finish, per yard 1.25

### Swagger Burberry Coats, \$35.00 to \$45.00

Those women who consider the Burberry an important accessory to their wardrobes will be delighted with the new arrivals of these smart garments. They have just arrived, and there is a very nice assortment of swagger mixtures in Burberry's exclusive weaves. For driving and motoring they are simply ideal, and have excellent effect for street wear. An excellent feature of which is that their design is always popular, loosely flaring from shoulders with narrow convertible collars, and loose raglan sleeves. Prices \$35.00 to \$45.00

### 4 1-2 Inch Millinery Grosgrain Ribbon, at 85c Yd.

A handsome ribbon of rich silk, corded weave, with distinctive ribbon satin edges. The colors are those most popular for the present season, including three sand and clay shades, navy, Monaco, and Saxe, blues, taupe, grey, artillery red, jac rose, spruce green, leaf green and primrose. The illustration depicts one of the modish bows made of this delightful ribbon, specially priced at, per yard 85c

### Linen for Household Uses at Old Time Prices

Tray Cloths! Think of it! At a time when Irish linen is well-nigh impossible to obtain we are able to offer them at less than market price, because they were purchased some months ago. They are 17 x 27 inches in size, made from firmly woven Irish linen, with hemstitched inch-wide hems. Price .48

Brown Holland Linen, so satisfactory for children's clothes or women's house dresses, is becoming daily more difficult to procure. So, if you would secure a quantity for present and future use, 't would be advisable to make your purchases in the near future. At present our stock is ample and varied including, as it does, Irish Holland Linens, 30 and 36 inches wide, priced according to weight and weave at, per yard .35, .45 and .50

Irish Linen Huckaback for fine towels is also being affected by war conditions. But while the present supply lasts, so will the old-time prices. In fine, soft weave, with charming patterns of tiny leaves or posies scattered over it. This toweling is 18 inches wide and priced at, per yard .60

### Cotton Table Damask, 98c Yard

It is heavily and firmly woven from Irish cotton, in several scroll, floral and conventional patterns, and is fully bleached with a fine damask finish. In 70-inch width. Price, per yard .98

—Second Floor, James Street.

### Modish Suiting Fabrics, Specially Priced, \$1.69 Yard

Imagine, in days like these, being able to buy 50 or 54-inch hopsack, cheviot or worsted for \$1.69 a yard. But such will be your opportunity today. Of splendidly soft, light weight for spring are hopsacks in such colors as taupe, spruce green, purple, and the new redwood (somewhat like a warm Burgundy). Cheviots and worsteds in navy blue, grey, taupe, Havana brown, cadet blue and black, besides a very fine weave all-wool cheviot in a flannel-like finish, in a light greyish blue, a darker shade of grey blue, and grey—splendid for summer frocks, suits and skirts. Besides these are several odd lines of higher priced materials, in small quantities. All 50 to 54 inches wide, and greatly price reduced, at, per yard 1.69

### Practical Blouses of Crepe de Chine, as Illustrated, Each, \$2.95

Practical blouses that have such a soft, filmy appearance, that can be washed and yet retain their smart appearance, these are of crepe de chine. They are made with convertible collar, which can be worn high or low, open front, trimmed with clusters of tucks and hemstitching and pearl buttons. The long sleeves are finished with turn-back cuffs. Available in flesh, maize and ivory. Sizes 34 to 46. As illustrated, each 2.95

### NEW VOILE BLOUSES, EACH, \$2.00

There's a splendid variety of styles from which to select, available in white or such popular shades as flesh, maize and Copen. They are fashioned of voile, some being in semi-tailored styles trimmed with numerous tucks and with convertible or flat collar. Some have fronts trimmed with eye-let embroidery and collars finished with gurgule lace. Also various other styles. Sizes 34 to 46. Price 2.00



# THE T. EATON CO LIMITED