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# EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied every hour until 1 p.m., and twice in the afternoon.

## New Clothes to Wear --- 'Tis a Topic of Absorbing Interest

### Blouses

Georgette Crepe, Silk and Crepe de Chine Waists, trimmed with tucking, silk embroidery or heading. Square or roll collar, open front, fancy buttons, long sleeves. Colors rose, maize, flesh, ivory or black. Sizes 34 to 46 in the lot. Reg. \$5.00 to \$7.50. Today, \$3.95.

A collection of dainty New York Blouses, fronts embroidered in large floral motifs, new high back, having collars with tucking and gimpure medallions. Others with panel embroidered organdie and Val. insertion, one style with plain tucks and convertible collar, ribbon tie. Today, \$1.98.

—Third Floor, Centre.

### Misses' Wear

Sample Suits in Smart Styles, Today, \$19.50.

A buying opportunity which should be quickly seized, for, considering the price of materials and workmanship, these suits are exceptionally good value. The materials are serges, fine quality, in shades of sand, green, navy, Holland, brown and black. All coats are well cut on straight lines, belted or gathered waistline, some pleated, buttons and braid being used for their trimmings, and collars in most cases being of contrasting material and color. Sizes 14 to 20. They are all manufacturers' samples, so come early. Today, \$19.50.

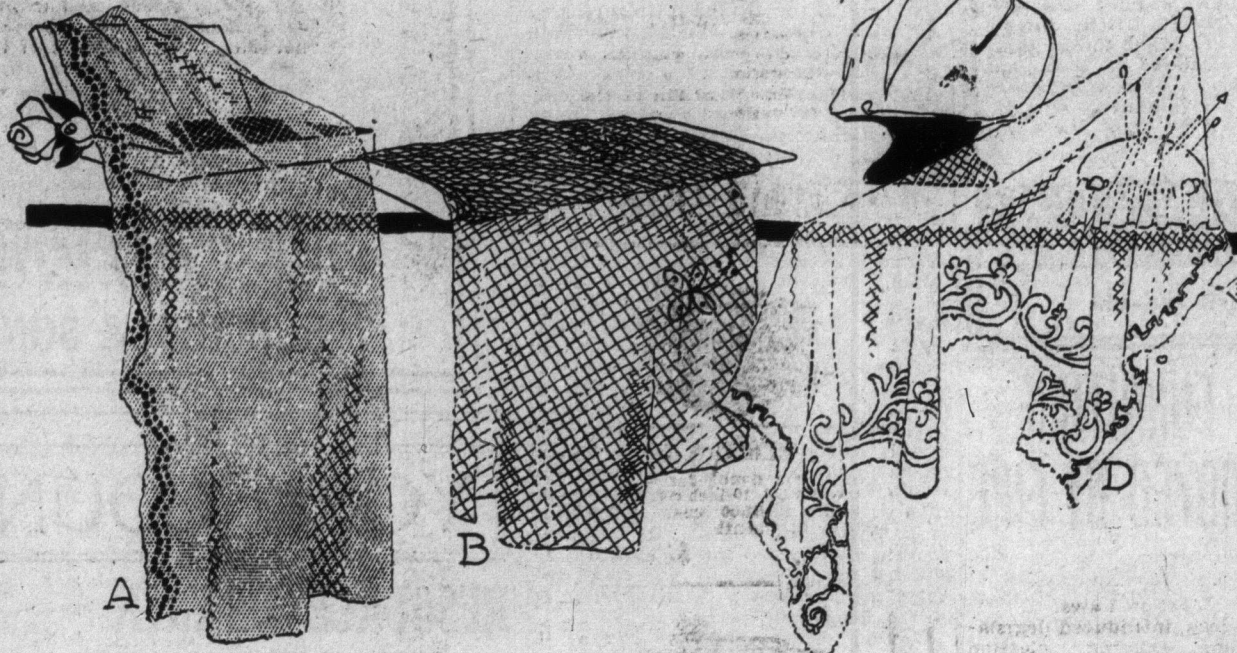
**Pretty Dresses Are Another Good Offering.**

Taffetas, crepe de chine, fine wool serges, messaline, in plain and fancy weaves, are the materials; those of silk in some cases being combined with Georgette crepe, some with collars of white messaline silk, draped and pannier skirts; serges are well tailored, variously trimmed. Colors Copen., navy, Burgundy, brown and black. Sizes 14 to 20. Today, \$13.75.

—Third Floor, Yonge St.

### There Is Such Chic in the New Veils

And There Is Such a Splendid Array of Them at the Veiling Counter--Veils from Paris and Veils from New York--All Having This in Common: a Rather Wide Mesh and Effective But Sparsely Applied Ornament.



A. One of the most popular forms of the bordered veil—a fine black hexagon mesh of medium size, with a Vandyked border of black velvet dots, emphasizing the edge in most becoming manner. Price 35c a yard.

B. The type of veil that is best beloved just now by the well-dressed women of Paris and New York. Of fine but open hexagon mesh, it shows a large, needle-run motif, which is tremendously smart, worn on one cheek. These are 65c each.

C. If you've a fondness for the chenille spotted veil, then you'll surely be delighted with this, with its big soft spots, most becomingly scattered over a wide hexagon mesh. It is obtainable in black, taupe, purple, brown and navy—quite a choice for the matching of your new spring hat! Price, 50c a yard.

D. You may have a hat that demands a loose veil, so for your benefit is sketched this in a rather fine hexagon mesh, with gold run border, which is immensely effective when worn turned back over the hat. The price is \$1.00.

—Main Floor, Yonge St.

### Women's Coats

Small lots of Coats, which have been purchased at extremely low prices, and manufacturers' samples, compose a splendid group showing smart new styles, shades and materials for spring wear. Included are fine quality serge, poplin, gabardine, chevots and velours. The shades included are sand, tan, brown, navy, grey, American Beauty and a few plaids and checks in black and white—many are lined, and the qualities could not be duplicated for dollars more than our special clearing price. Sizes 34 to 42. Today, \$14.75.

Modish Coats for women, in tricotine and gabardine, in advanced styles at very special prices. They are made in the most fashionable and desirable shades of tan, grey, clay, navy, brown and black; beautifully trimmed with smoked pearl buttons, and many half-lined with figured poplin. The sizes range from 32 to 44, and the prices are exceptionally low for such modish coats, shown for the first time in two groups. Today, \$19.75 and \$26.50.

—Third Floor, James Street.

### Women's Underwear

Women's Camisoles of crepe de chine and Jap silk; some have yokes of lace back and front, ribbon straps over the shoulder or fitted shoulder of lace; others have Swiss embroidery finishing the top, with a row of insertion run through the centre; others have silk straps over the shoulder; still others of crepe de chine have short sleeves, a plain hem finishing the neck and sleeves; all have elastic finishing the waist, and a draw string at the neck; pink and white; sizes 34 to 42. Reg. \$1.25, \$1.35, \$1.50 and \$1.65. Today, 89c.

—Third Floor, Queen St.

### Women's Suits That Expound the Cult of Simplicity

Beautifully Tailored, With the Modish Straight Lines, Such as Do Not Boast the Eton or the Pony Coats, Showing a Mannishly Plain Cut---a Very Soft and Feminine Interpretation Thereof---Often With Smart Waistcoat as Well

"NAVY AND SAND, sand and navy," is the burden of Fashion's song this Spring, a song that is most charmingly set to the melody of these smart new suits. The material may be anything you please, so long as it is smooth; the styles were never so varied, for, though skirts must follow the narrow line, coats range all the way from the short Eton to the longer-than-knee-length Russian blouse. Yet nine out of ten are in navy or in one of those sober sand shades that include cendrillon, chinchilla castor, kangaroo, and, by way of variation, seagull grey.



H. What do you think of the new pony coat as played in this model by Jenny?—a suit which appears in Vogue of March 1st. It has the charm of quaintness, too, for the material is a navy blue gros-grain silk, and the vest and bands which are inserted in the coat are of—what do you think?—blue and white check gingham! The coat is lined with gingham, and the skirt, which wraps over to the left, has a loose fold faced with gingham. The price is \$75.00.

J. As an example of the variability of Fashion, here is a suit with a graceful long coat. Made of sand color and navy blue Poiret twill, it is a marvel of dignified simplicity, its long lines, the navy blue shawl collar and bandings, and the shirings at shoulders and hips making it entirely different. Price, \$125.00.

K. Charming example of the grace which navy blue serge can attain when it's cut with such skill as in this suit, and embroidered with sand color in that new outline stitch. The loose coat is slashed at the sides, shorter at the back than in front, and the little corded tucks below the waist, the collar that wraps round the throat and the tightly-fitting buttoned cuffs are all new. The girdle is a very gay affair, its navy serge straps joined by beads and slides. Price, \$175.00.

An excellent type of the plainer suit is one of sand tricotine, its small collar cut in one with revers, which extend to the bottom of the coat, which, by the way, is of uneven length. A crossover vest of black satin, embroidered in coral and green, is held in place by a belt. The skirt shows a very novel arrangement of skimpy drapery at the back over a wide box pleat. Price, \$90.00.

With a simplicity that is almost classic, is a grey Jersey suit, the coat in the slip-over-the-head style, with the neck-line and cuffs of a man's shirt, held by green enamel links and outlined with a single row of soutache braid. The skirt part of this coat at the back is crossed by rows of grey soutache. The slim, straight skirt has a narrow yoke, with tie ends brought through holes at the front, and finished with green buttons. Price, \$145.00.

A delightful sample of the Eton coat is developed in navy blue serge, its loose back cut in big scallops, outlined with rows of braid. The Tuxedo collar rolls back over a long vest of maize satin that buttons to the chin, with a roll-over collar. The skirt that accompanies it has a tunic edged with braid. Price, \$60.00.

—Third Floor, James St.

### "The Year's at the Spring!"

So Madame Will Naturally Bethink Her of Her New Spring Hat; and That Spring Hats Are More Than Usually Attractive, and More Than Usually Varied, is Shown by the Little Grey Cases in the Millinery Department.

VARIETY INDEED is their principal theme, for never within the memory of milliners has one season brought forth so many types of hats.

They range all the way from swathed Turkish turban to the picture hat of immense proportions, taking in en route a delightful edition of the poke, the drooping mushroom, the Louis XVI. plaque, the helmet-like toque, the little high-crowned hat, the hat that turns up at the back, and the hat that flares back in front with a Napoleonic flavor.

And the trimmings are just as varied as the shapes—for while one hat is all gay with flowers, another will have the chic that is given by wings applied at odd angles; a third will show merely a bow of ribbon tied with the most perfect of milliner's skill; colored wood beads or pretty ornaments adorn some; quills, glycerined ostrich, ribbon and tulle—quantities of tulle—are in evidence; and last, but not least, one must mention fruits, which in all the beauty of their natural colorings are among the smartest trimmings of the season.

But no matter what the style, all have this in common—a most engaging simplicity. For example:

A gay-looking mushroom hat of apple green Georgette, its brim faced with sand-colored Milan, is trimmed with flat straw flowers—green, blue and sand applied at intervals round the crown, a band of black baby ribbon giving it character. Price, \$20.00.

By way of contrast is a smart helmet toque of black tagel, the greater part of its crown massed with beautifully shaded rose-colored flowers, under a chic little veil of finest Mechlin. Price, \$35.00.

Showing the mode for applique flowers and tulle is a picturesque hat of black Milan, and tulle-veiled flowers in rose, yellow and blue posed flat on its brim. A band of blue ribbon round the crown, shimmering through a foam of black tulle, emphasizes the color note. Price, \$18.50.

Smart simplicity distinguishes a hat of navy hemp straw, its brim drooping slightly from a high crown, from which a navy blue wing flares off at a becoming angle. A band and bow of sand-colored ribbon provide an interesting contrast in color. Price, \$11.50.

—Second Floor, Queen St.



E. Don't you find her hat charming? But when you see the colors you'll be more than ever impressed. It is made of black lisiere, faced with pale pink Georgette; the flat bow posed so cleverly across the front is in Romney blue, and the three bunches of grapes that adorn the crown are in varying stages of ripeness, green, pink, purple and blue. Price, \$14.50.

G. Lines that are very smart, sweeping off to a point that is longer on the left than the right, distinguish this, Fashion's latest conception of the four-cornered hat. It is made of black lisiere straw, adorned with black waxed ribbon and a jet and crystal beaded pin. Price, \$10.00.

F. Wings applied thus take on an added chic, and what a becoming sweep they give to an otherwise simple little hat! The crown is of sand colored Milan, with a band of sand-colored ribbon, and the narrow satin brim is black, like the wings. Price, \$11.00.

**T. EATON CO LIMITED**