

My Second Year of the Great War, by Frederick Palmer. Now Ready, \$1.35.

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 at 8.20, 9, 10 a.m., 1, 4, 4.40 p.m.



Illustrating the close alliance between the Store and the accepted authorities on modes, the dress above, a reproduction from Vogue of January 15th, may be seen in the Women's Dress Department. Its price is \$100.00.

E. A study in black and white, this evening gown, cut with that artful artlessness, that cunning simplicity which betrays the hand of the master couturier. Callot flowers are indeed responsible, the material being the soft, shimmering satin of which these designers are so fond, and which is well adapted for the sinuous lines they affect. The gleam of silver is seen in the V of the corsage and beneath the arms. The long pointed train—a frequent feature of the new evening dresses, is to be noted, also the soft little underskirt of black tulle over satin. Price, \$135.00.

—Women's Dress Dept.



The Formal Presentation of Spring Modes

Continues With Most Interesting Displays of Smart, New Apparel for Women, Misses and Children. Revealing in Fascinating Manner the Authentic Styles for the Coming Season as Interpreted by Paris and New York.

All That is New in Gowns, Suits, Coats, Skirts and Blouses Being Featured in Charming Arranged Groups in the Several Departments and in the Yonge Street Windows

On Tuesday Your Attention is Specially Directed to

The Magnificent Collections of Dresses for Women and Misses

Wherein Fashion Presents in Alluring Guise the Garb on Which She Has Set the Seal of Her Approval for the Several Functions of Evening, Afternoon, Street or Sports Wear.

Depicting a Changed Silhouette, With its Greatest Width at the Hips

An effect achieved by plain, close-fitting bodices and the jupe tonneau or barrel skirt, which is drawn in about the ankles; by the peg-top skirt, draped over the hips; by the full basque of the Russian blouse; by huge pockets and loose panels, with as alternative the slim, straight figure, its pleated skirt and narrow-shouldered, plain bodice having a hint of the Directoire. THE COAT DRESS, buttoned from throat to hem, is a type that must be emphatically mentioned.

NEW SLEEVES are also a matter of moment, strange and wonderful cuffs appearing on all dresses of whatever type, with the exception of evening gowns (which are sleeveless or with just a suspicion of net or tulle). And the cuffs are of all varieties, very prominent being the sleeve that is slashed with a pendant point below the elbow, as in figure "B;" the sleeve that is wrapped over with fullness below the elbow, and Mandarin and belt sleeves on the flimsier sort of afternoon dress are also noteworthy.

Also arrestingly new are the lines of the neck—severely simple—round, square or chemise shape—as shown in sketches B, C, D, or with quaint collars of every imaginable shape and dimension.

A. Crepe meteor, in the new penguin grey, is responsible for this pretty dress, the soft bluish tone emphasized by the "old" blue cord lacings and tassels that adorn the curiously baggy pockets and the little front. The big white satin collar, vest and cuffs, and white satin facings of the pockets give a becomingly girlish touch, and, of course, the cleverly-fashioned Russian blouse is not only the essence of chic, but is most becoming to immature figures. Price, \$35.00.

—Misses' Dress Section.



D. Fashion has reserved a very large place in her affections for the picturesque garb of the Russians, and this purple wool Jersey suit shows you the type in most charming guise. It has the basic ideal of the Russian blouse, with its shoulder fastening and chemise neck, the line softened in most becoming fashion by folds of flesh Georgette, but above and beyond all, it is bedecked with beautiful embroideries in dull and bright gold that are Russian in design and Russian in arrangement. The skirt is box-pleated from a hip yoke, which is completely hidden by the blouse. Price, \$75.00.

—Women's Dress Department.

L. All that is required of a smart street dress for misses is to be seen in this model of navy blue gabardine. It shows the long straight lines which La Mode delights in for simple frocks, accentuated by bands of grey embroidery in Persian effect, with pleated panels over the hips to give the fashionable width. The large square collar is of navy satin, but the effect of the very new round line at the neck is given by a band of embroidery, which is carried across the shoulders, forming a pretty pointed panel down the back. Price, \$65.00.

—Misses' Dress Section.

B. To show that Fashion is not merely playing with Directoire modes, here is a very charming gown with one of the newest and very becoming forms of the barrel skirt, made of a heavy silk faille in an indescribable brownish plum shade. The gold satin of the quaint high-waisted bodice makes a most striking harmony in color, and introduces to you the round neck. The bodice slopes down to points at the back, where it is tied with a sash, one side gold, the other plain. The cuffs are very new. Price, \$90.00.

—Women's Dress Department.

C. Girlishly simple, isn't it—this graceful dress of "old" terra cotta crepe de Chine, yet it bears the very hall-mark of Fashion, not only in material and coloring, but in its delightful blue and green beads and gold thread embroideries of the far-famed Liberty shades, in its round neck, many pleats, tucked sleeves and hemstitched hem. The back is like the front, with the addition of such ends that are weighted with pretty gold tassels. Price, \$55.00.

—Misses' Department.

J. Exemplifying the vogue for white, a very charming dress of white gabardine, the chic little tight bodice, with its tuxedo collar of white satin drawn through a buckle, made over a very smart waistcoat of Jersey silk chequered in the new mode—yellow and white, a color note repeated in the flaps of the big pockets. The skirt, however, shows the turning point of the mode—cartridge pleated to give width at the sides, this pleating being met by panels both back and front. You must notice, too, the loose sleeves, with their lines of ivory buttons and loops, which run to well above the elbow. Price, \$100.00.

—Women's Dress Department.

K. Stately princess in the front, with the addition of black satin panels here faced with white broadcloth to give the fashionable silhouette, but the lady buttons her dress from neck to hem, at the back, reversing the usual proceeding on a coat dress. Her buttons of black and buttonholes bound with white broadcloth give emphasis to the magic effect. Her large collar of white broadcloth is edged with black satin, and the deep cuffs—of white broadcloth also—transform her sleeves into something new. Price, \$65.00.

—Women's Dress Department.



Sample Dresses For Women --A Most Alluring Offering -- Specially Priced at \$38.75

On Sale Tuesday at 10.30 A.M.

A CHARMING collection, showing bewitching, pretty modes and delightful colors, including the extremely fashionable gold, mustard, rose, green, blues, grey, putty, beige, with a sprinkling of navy and black. They are so varied, too—smart street dresses of cream serge, of sand, navy or black gabardine; simply fashioned, but very fascinating little frocks of plain and printed Georgette; Georgette and foulard or satin; of crepe de Chine and crepe meteor. And the styles are strikingly new, with all the smart features of the round neck line, large collars, Russian blouses, and embroideries in soutache, silk and metallic thread.

Some are copies of French models, and many of those of simple lines are so exquisite in detail and in finish that they are quite smart enough for simple dinner gowns.

Of course, they are an outstanding value at the special price of \$38.75.

—Women's Dress Department.

The Materials

Soft graceful and alluring to a degree—they include crepe de Chine, crepe meteor, Georgette, shimmering satins, pussy willow and foulard, holding first place for the fashioning of afternoon and evening gowns; supple gabardines, wool jerseys and serges, for frocks of the tailored order; wool and silk jerseys and the new printed and plain Khaki-kools, Shantung and natural silks, for the sports costumes, which loom very large on the fashionable horizon. It is worthy of note, too, that two materials and two colors are frequently allied with charming effect.

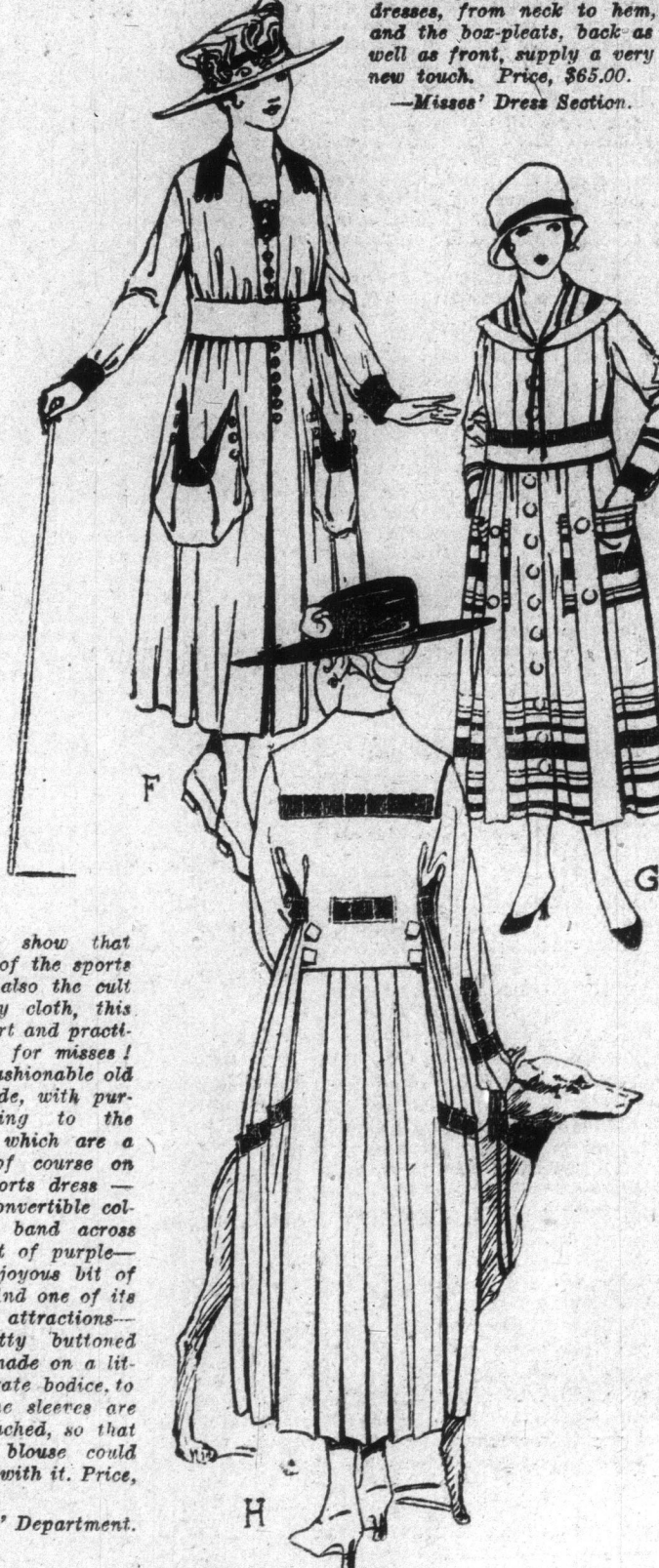
Trimmings and Colors

The more elaborate gowns are ablaze with metallic embroideries in Persian and Russian effects, but in the simpler sort a touch of aptly applied bead or silk embroidery, soutache braiding and stitching is noteworthy, while tassels and balls are of frequent occurrence.

About the colors pages might be written, for gold, apricot, mustard, citron, apple and grass green, damask and purple, rose, blues, of indescribable tints—tapestry, the new soft polka shade, China blue and turquoise make a vivid blaze, among which stand out the neutral tones of beige, putty, clay, penguin and platinum greys, with white and flesh color for simpler dresses.

G. A coat dress—like Joseph's—of many colors—for though its groundwork is oyster white khaki-kool, the striped parts are all gay and vivid with color—purple, rose and turquoise blue—Fashion's main theme in sports attire for misses, as for women. It buttons in the accepted mode for coat dresses, from neck to hem, and the box-pleats, back as well as front, supply a very new touch. Price, \$65.00.

—Misses' Dress Section.



F. To show that the cult of the sports dress is also the cult of Jersey cloth, this very smart and practical dress for misses! In the fashionable old gold shade, with purple facing to the pockets, which are a matter of course on every sports dress—quaint convertible collar and band across the front of purple—it is a joyous bit of color. And one of its supreme attractions—the pretty buttoned vest is made on a little separate bodice, to which the sleeves are also attached, so that another blouse could be worn with it. Price, \$40.00.

—Misses' Department.

H. Khaki-kool the material, oyster white the color, with apple green and black black trimming—making a sports frock that would do duty for any sort of formal occasions. And though the lady turns her back to you, it is not because the front is not just as pretty. This, indeed, shows the same general plan as the back—a plain panel crossed by a belt, and a pleated section in the skirt, but the collar is rounded and crossed over in shawl style, and the little bands of trimming which just appear beneath the arms are taken up and laced through the collar. Price, \$70.00.

—Women's Dress Department.

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