

Take Escalators at Yonge Street Entrance to Second and Third Floors.

# EATON'S DAILY STORE NEWS

STORE OPENS at 8.30 a.m. and CLOSES at 5 p.m.

## Such Attractive Motor Coats for Women

What a boon it is, that warm, loose coat that is so "comfy" for motoring, and is smart and distinctive enough to do duty for street wear or for other occasions, when its owner leaves the car. In the Women's Coat Department you will find such coats literally in their hundreds.

They vary in length from about 48 to 52 inches, the full flaring types predominating, but these belted in scores of different ways, or falling in long, graceful ripples from the shoulders. The favored materials are checks, worsteds, velours, and tweeds; all excellent in quality, one of the reasons for such moderate pricing being that many of the coats are copies of imported models, made in our own workrooms, and embodying all the style of the original at often less than half the cost.

Of such a nature is a smart plain coat of covert cloth in three-quarter length, lined with silk to the waist, cut upon Redingote lines, the fronts shirred at the shoulders. Price, \$22.50.

In velours check an effective belted coat with rippling skirt, wide square collar, Raglan shoulders and deep cuffs, at \$22.50.

Of a three-colored check, black and white with a red line—is a coat with convertible collar, piped with red silk. This rippled from the shoulders at the back and is belted at the sides. A similar coat can be had in a smart tweed mixture. Price, \$17.50.

Mention must specially be made of a splendid assortment of new Burberry coats showing all the perfection of cut and finish for which these coats are noted, and obtainable with Raglan or set-in sleeves in the well-known heather mixtures and homespun tweeds in various colorings. Price, \$27.50.

—Third Floor, James St.



## Continuing on Wednesday the Easter Showing of Millinery With

A Delightful Display of

## Everything Smart in Juvenile Headwear

Frilly, wee bonnet-like "mushrooms" for the littles; quaint little turn-down and turn-up sailors for girdles of five to ten; tricornes and wide-brimmed sailors for school and college girls; and for all—from small Miss Four-year-old up to big Sister of Eighteen—leghorn, straw lace and fancy straw braid hats, decked with ribbons and flowers

PROUD MAMMAS OF LITTLE GIRLS may wander on Wednesday in a veritable cloverbed of modish headwear for their small daughters.

For small girdles of four to six are cunning little mushroom effects, composed of chiffon, silk, or the new lace-like straws, garnished with ribbons and tiny flowers—dainty little confections in pink, blue, white, and rose.

For little maidens of six to ten are quaint little chin-chin and bell-shape hats in white, navy, Alice blue, and rose, with band and streamers of silk or velvet ribbon.

College girls and school girls will find a fascinating lot of smartly tailored sailors of flat and rolling brims, tricornes and chin-chins in Milan, and lacquered straw, decked with chic bows of ribbon and jaunty quills.

And as for "best and Sunday" hats for all ages, the choice includes charming leghorns, lace confections, and the open basketwork hats of latest vogue, with field

flowers, and quaint ruchings and frills of ribbons serving by way of ornament.

The hats illustrated are:—

A. Model from Hyland of New York—cherry straw faced with navy straw, with black lacquered foliage and satin bows by way of trimming. Price \$15.00.

B. Another Hyland model in white net, frilled with pink and blue patterned Val. lace and ornamented with pink roses. Price \$15.00.

C. Rose chiffon accordion pleated, composes this "mushroom," which has streamers of rose velvet. Price \$10.50.

D. Quaint poke in cherry red straw, with moire streamers. Price \$4.75.

E. Misses' hat in fancy tan straw, with band and streamers of cadet blue velvet. Price \$8.50.

—Second Floor, Yonge St.

## "Grey Gloves Are Good," Declares Dame Fashion

Long and Short, in Suede and Kid, for Street or Dress Use

IF YOU ARE WEARING GREY BOOTS OR SHOES, then grey, of course, is the color your gloves must be. Even with conventional black footwear they are distinctly a la mode.

You'll be interested then to know about prices and styles. Thus:—

Fine French Kid Gloves may be had in various light and dark tints of grey—gloves with two dome fasteners and a choice of oversewn and pique sewn seams. Priced at \$1.25, \$1.50 and \$1.75.

In French suede, in various grey shades, are similar styles with two dome fasteners and pique or oversewn seams. Priced, \$1.25, \$1.50, \$1.75, and \$2.25.

In washable grey capeskin is a glove in gauntlet style, with wrist strap, pique sewn seams, and black embroidered backs—a capital provision for the plain tailored costume. Price, \$2.00 per pair.

This gauntlet style may also be had in fine French suede, with elastic at the wrist and pique sewn seams. Price, \$2.50.

—Main Floor, Yonge St.

## Taffeta Dresses That Are Chic As New York Dresses Well Can Be

Bouffant With Fullness and Flounces and Toned in Fashion's Pet Colors of Blue or Grey

SMARTNESS PERSONIFIED are these crisp silken frocks just arrived from New York for Milady of Canada's Springtime wearing. The little Rose-Curtained Costume Rooms present perfect treasure-



## The Vogue and the Becomingness of the Quaint New Cape Collars

Featuring Some Specially Good Values at \$1.25

THEY ARE JUST AS charmingly dainty as they can be, and have an early Victorian quaintness which is very much in keeping with the simple, rather close-fitting bodices of current vogue. Furthermore, they will perform miracles in achieving the modish sloping-shoulder-silhouette and will give an up-to-date touch to a blouse that has lost its first freshness that makes them a very real economy.

Perfectly charming is a two-tier, deep, rippling cape collar of net, each tier hemstitched and finished with a narrow, closely pleated, picot edged

frill. Just as dainty is an equally large net cape, trimmed with 3 bands of hemstitched Georgette crepe.

Of very fine organdie, hemstitched and picot edged, is another with the tippet front of the early Victorian days. And others of organdie are either hemstitched or lace trimmed. All are \$1.25.

Another form of the cape collar, technically known as the "Pelerine," has a long back and some form of rever front. This is available in fine organdie in various shapes, some square at the back, some a series of scallops and many having points on the shoulders. Nearly all are trimmed with hemstitching and edged with narrow guipure or Oriental lace. The price being 50c.

The new sports ties—very smart for middy blouses or as hat trimmings—are obtainable in a splendid range of striped designs and colorings. Price, each, 50c.

—Main Floor, Yonge St.



## "Charge That to My D.A." Why You Should Have a Deposit Account

PURCHASING IS MADE PARTICULARLY EASY for you when you open a Deposit Account in the Store. It means, for instance:—

No paying of drivers at the door. Telephone orders are sent out as paid parcels instead of C.O.D.

Much time is saved in shopping: In place of paying and waiting for change you say merely "Charge to my D.A. number."

5% interest is allowed on balances up to \$500.00.

For particulars enquire at the Customers' Deposit Account Office. —Fourth Floor, Centre.

## The New "Bakst" Ribbons

Even ribbons have yielded to the Bakst influence and wondrously daring and Oriental are the results. Their vivid colorings and fantastic designs are an echo of the Ballet Russe. They are featured in a 6 1/2-inch taffeta, and these ribbons are considered ultra fashionable for girdles, bows, etc. Per yard, \$1.10.

—Main Floor, Yonge St.

The Top of This Smart Black Boot is Made of White Washable Kid. May be Had in Either Laced or Buttoned Style. Price, \$7.00

ALWAYS SMART and universally useful, the black and white boot is enjoying a particular vogue at the present moment, when the prevailing mode of the wide, short skirt demands footwear of especial daintiness and nicety.

And here is a beautifully cut, good fitting American model, to be had in either laced or buttoned style. The foxing is of black kid, with high tops of white washable kid, black Louis heels and welted soles. It is to be had in all sizes. Price, \$7.00 per pair.

—Second Floor, Queen St.



## Smart Serviceable Coats for Misses, at \$10

THEY are made of the modish covert cloth, and ripple from shoulders to their little-less-than-knee-length hems. Set-in panels at the sides, trimmed with buttons, and meeting the lines of the Raglan shoulders, give them a unique appearance. The convertible collar and cuffs are also trimmed with buttons.

In black, navy and brown serge are other smart coats, belted, with wide skirts, and convertible collars of fancy silk. Sizes 14 to 20 years. Price, \$10.00.

Smart, useful little black and white check skirts for misses are made with fancy patch pockets and separate belt, with tabs on the sides, and are of fashionable width. Sizes 22 to 25 waist, 31 to 38-inch length. Price, \$3.95.

T. EATON CO.