

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.

At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 9.20, 9.40 a.m., 1.4, 4.40 p.m.

Original Model Gowns

From the Great

French Dressmakers

Will Be Offered for Quick Clearance On WEDNESDAY AT 10.30 A.M.

At the Greatly Reduced Price of **\$48.50 Each**

THE collection consists of early Spring creations from such well-known costumiers as Bulloz, Callot Soeurs, Premet, Weeks, Doeillet, Peggy and Cheruit,



and affords a splendid choice of distinguished gowns for morning and afternoon wear (also, a few evening gowns).

The materials represented are serge, satin, crepe de Chine, Georgette crepe and taffeta, in white, flesh color, black, taupe, tan, green, gold and blues of several tints.

In the offering will be included a small group of New York dresses in Georgette crepe, crepe de Chine and khaki-koel.

They will be placed on sale on Wednesday morning at 10.30 o'clock at the quick-clearance price of \$48.50 each.

—Third Floor, James St.

Sample Suits for Misses

—A Collection of Smart Spring Costumes to be Offered on Wednesday at the Special Price

of **\$19.50 Each**

MOST of these Misses' Suits are individual models, and in no instance are there more than two or three of a style, so that the quality of exclusiveness is one of the outstanding attractions of the offering. Moreover, the choice of materials includes such fashionable fabrics as silk and wool Jersey cloth, Poiret twill, gabardine, velours tweed, serge, poplin and silk moire.

As for designs, the variety is infinite, the collection consisting of 150 sample suits in plain tailored effects, Norfolk and Russian blouse styles, and many forms of the fashionable costume with pleated and belted coat.

Bronze, gold, navy blue, tan, grey, black, green and Belgian blue are some of the colors available.

They will be offered on Wednesday at the extra special price of \$19.50.

—Third Floor, Albert St.

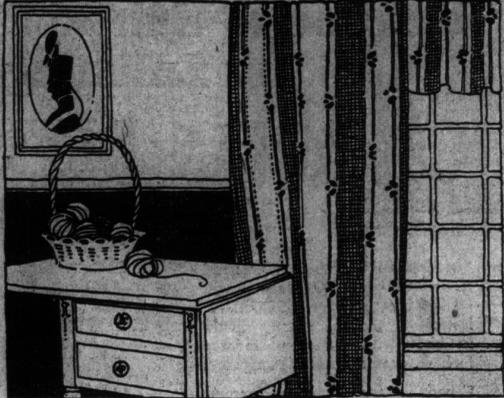
Women's Suits, \$27.50 to \$35.00

Copies of High-priced Imported Models

THE SMARTNESS of the imported suits has been retained in these splendid copies, which offer a large assortment of styles for Spring choosing. The materials include gabardine, poplin, serge and woads, and they are shown in blues, greens, navy and black, Prices \$27.50 to \$35.00.

—Third Floor, James St.

O Chintz, How Many Charming Things Are Concocted in Thy Patterns!



Chintz curtains—what a fresh, cheery atmosphere they invoke, adding color and charm to the most nondescript room! The particular chintz employed above fairly radiates these qualities, showing a wide stripe of old willow blue on a pale tan ground, with small, prim pink roses punctuating the stippled line of black that outlines the blue. Or, if you would prefer the stripes to be rose or yellow, thus you may have it. It is a heavy linen in weave, and possesses all the Ohio of a French stripe. The width is 56 inches and the price 60 cents a yard.



Slip-covers are a very joy to Milady of the Interesting House—indispensable to her charming, comfortable drawing-room, and most desirable in her well-furnished bedroom. For the chair above has been chosen a chintz with an entrancing medley of color—pale tan ground, all aglow with big pink garden roses and pink and purple morning glories. Moreover, it is unusually attractive in price, the width of it being 56 inches, and the price \$1.00 a yard.



Time was when people contended that chintz was too delicate in coloring for permanent upholstery. But that has long since been proven a fallacy. For behold the cretonne with the black ground as one of the most artistic in the whole decorative category! Such a fabric our artist shows on the mahogany chair here—the black background made glorious with purple and tan dahlias, luscious pink roses, and a wealth of soft green foliage. It is 50 inches wide and \$9.00 a yard.



The useful screen becomes picturesque as it is practical when its panels are filled with large, effective chintz. For the screen above has been found a most delectable material—a purple ground patterned with big pink and white streaked magnolia blossoms, the heavy stems and branches being beautifully and softly brown. It has a distinct Japanese flavor, which is even more apparent in the other color schemes which characterize the same fabric, for it may be had with either a tan or glowing orange color ground. The width is 55 inches and the price 75 cents a yard.

The ubiquitous knitting-bag!—it has stirred up a positive furor for the attractive bit of chintz. Those who may not indulge their fancy to any large extent for some fabric they immensely admire, pounce with joy upon its possibilities for a work-bag. The particular cretonne illustrated here is a prime favorite for that purpose, being inconspicuous in color, close in pattern, yet withal, distinctive. Soft brown foliage shimmering blue and red winged birds is the secret of its charm. It is a fine rapp in weave, 58 inches wide and 80 cents a yard.

Does any bit of furniture live up to its name so well as the Utility Box? Truly it is indispensable to bedroom, sitting-room, sewing-room or nursery. And chintz is its ordained covering. A small pattern is preferable—such as that used on the box above, which is a delightful



little white and pink cherry-blossom design on a Dutch blue ground, the width 36 inches, and the price 75 cents a yard. The work-bag suspended Gipsy kettle fashion from a white enamel stand represents another interesting use for a small-patterned chintz.

Chair Covers, Couch Covers, Box Covers, Window Curtains, Bedspreads, Work Stands, Knitting-bags, Screens—These Are Some of Them as Seen in the Superb Display of Decorative Fabrics Featured by the Drapery Department for

Chintz Week

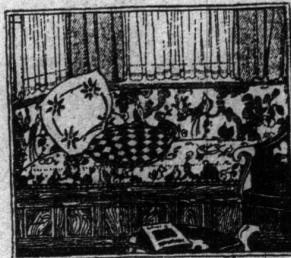
The Designs Our Artist Has Chosen For His Sketches Will All be Found in the Showing

(April 9 to 14)



To make a bedroom wholly and altogether charming, use chintz for the bedspread, too—this is one of the maxima of the decorator, you know. And one of the patterns happily adapted to the purpose is the smart little stripe illustrated above. The ground is cream, the stripe is a deep rosy red, and the little pools of flowers between are pink, but a similar chintz is also to be had in which the stripes are green or yellow. It is 56 inches wide and 60 cents a yard.

The chintz lamp-shade—its one of the woman joys of the modern living-room, and how easily it is achieved—a yard or two of flowery, gay-tinted cretonne, silk fringe to edge it, a wire frame, a little assistance in putting it together from our instructor in lamp-shade making, and presto! it is well on the way to completion. The chintz selected for the shade here is a delightful Liberty. The fabric, showing a deep creamy linen, patterned quaintly with pink and crimson rosy roses. The width is 58 inches and the price 40 cents a yard.



Many a window-seat demands a new covering these gleams sunny days, and here is a shade cloth well qualified to meet the call. You may have it with a grey, tan or black ground, softly patterned in characteristic fashion with big, shaggy petalled blossoms and earth-colored tropical birds. The width is 50 inches and the price \$5.50 a yard.

—Fourth Floor, Yonge St.

Little Talk on Models and Makers.

SPRING may be a bit chilly in her manner towards us, but indoors, summer butterflies are already on the wing. They flutter across the new chintzes, poise daintly on the new lingerie, and cast shadowy reflections of themselves on the new handkerchiefs. With one accord designers have developed a fondness for the beautiful creatures. And this despite the fact that wide seas separate them. For the chintzes hail from England, the lingerie from France and the Philippine Islands, and the handkerchiefs from Ireland.



Which sets one thinking of butterflies, thinking of Whistler, whose signature on his pictures is a butterfly, inscribed in the quaint fashion of Japan—Whistler, the artist, debonaire, graceful and brilliant, earning for himself the title of "Butterfly," a d Whistler, the man, quarrelsome, jealous, and merciless, drawing forth quite as often the sobriquet of "Wasp."

One thinks of that earlier butterfly, the lovely Psyche, who to the ancient Greek personified the human soul, "butterfly" and "soul" being expressed by the same word, "psyche," in the language of the Greek. Thus comes the allegory of the beautiful maiden incurring the hatred of Venus, winning the love of Cupid and losing it through indulgence of curiosity, exploring her folly by toils and trials innumerable, and a crossing of the very Styx itself, and finally, purified by her sufferings, reunited to Cupid and lifted to a plane of perfect and perpetual happiness!

One sees, too, in the butterfly of the natural world a striking type of immortality—the lowly caterpillar burrowing into beauty from the dark depths of the chrysalis.

Drifting about the garden on brown or yellow wing, sipping honey from the blossoms, and floating off on the sunbeams, the butterfly is a symbol of idle dalliance. But it holds a weightier meaning, too.

The Scribe.

Wilton Rugs at \$23.50 and \$28.50

This is one of those remarkable reduced-price offers to clear the remaining few rugs of several lines, and for those looking for a floor covering of the better sort for the dining-room, living-room or the bedroom it affords an unusual opportunity for saving. The small Oriental and conventional patterns are splendidly designed, and there is good variety of colors, including grounds in brown, rose, blue, green and cream. Size 6' 9" by 9', each, \$23.50; size 6' 9" by 10' 6", each, \$28.50.

—Fourth Floor.

Room-papering Offer at \$8.50

A number of lines of our better grade wall papers have become so incomplete that it's advisable to clear them out entirely. Most are new wall papers, and the variety of styles and colors is extensive, although there are not many of a kind. We have grouped them together to provide selection for this room-papering offer, and you may choose papers for any room in the house from among them. These papers would sell for much more than this price in the usual way.

For this offer we will send a man to measure any room within the city limits of Toronto, give choice of any one design in the lot (many have cut-out borders with the pattern) and will hang the paper carefully in any room not larger than 12 ft. x 14 ft. x 9 ft. high. The styles include floral, small figure, stripe, chintz and two-tone floral and conventional. Wednesday, special offer, paper and hanging, \$8.50.

—Fourth Floor.

THE T. EATON CO. LIMITED