EATON'S DAILY STORE NEWS

Les Modeles de Paul Poiret, Printemps 1917



FTER two and a half years in the trenches with the French Army, Poiret, Master Maker of Style, returns to Paris, and once again applies his genius to the creation of colorful and distinctive costumes. Behold the result in the sketches below--a group of models for Spring wearing: gowns, coats, suits and skirts.

Moreover, the models were designed with the express purpose of reaching average purse-strings. Under the direct authority of Monsieur Poiret, they have been reproduced in New York by prominent tailors and dressmakers, and arrangements have been made that their selling be restricted to one firm only in the large cities of Canada and the United States.

Having Secured the Exclusive Privilege of Presenting in Canada These Unique and Interesting Models

The Entire Collection Has Been Placed on Exhibition on a Special Platform in the Women's Dress Department, on the Third Floor, The Photographs on To-day's Page Indicate the Variety and Charm of the Showing.



Every model in the collection bears this label.



in the land. He has laid down



spare the time to dabble again in his beloved art.

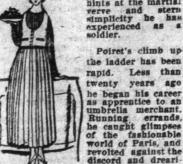
It has been prophesied that by future generations. Poiret will be accorded a place in the realm of dress such as Chippen.

"Liquid, flowing dale and Sheraton lines developed in hold in the realm of creek of simple line and primitive. Howsoever that may be as long as his fame lasts, he will rank as the great advocate of simple line and primitive color—liquid, flowing lines developed in rich glowing fabrics. "I find my gowns satisfying only when all the details of which they are composed disappear in the general harmony of the whole," he said in his lecture on the philosophy of dress, delivered in Toronto four or five years ago. And within the bounds of this creed there is nothing he would not dare.

Poiret drinks at every fount of inspiration in the creating of his models. He emulates the vivid contrasts he takes for his own the brilliant color and bold embroideries with which he is familiar as an Oriental student and traveller in China and Japaz. He essays the rhythm of line he loves as a writer of verse. And in these latest creations of his, he hints at the martial verve and stern simplicity he has experienced as a soldier.

Poiret's climb up

Poiret's climb up



twenty years ago he began his career as apprentice to an umbrelia merchant. Running errands, he caught glimpses of the fashionable world of Paris, and revolted against the discord and drearimodels.

One of his recent ness of the dress of that time. His latent ideals straggled for expression. He embodied his thoughts in sketches making establishments. Many of them were accepted. He himself was finally engaged by the distinguished house of Doucet. Thus his career began.

Mosquee

Caleche

Callot satin of beauteous softness, with lining of ivory white satin. Price \$145.00.

"Mosquee" is obtainable at two prices, according to the

In exquisite cloth of silver, with rose lining, it is \$180.00.

And in pearl grey crepe black creps meteor, with ivory lining, it is \$80.00.



Cecile

cause it suggests the interesting,

well-dressed woman. For how strongly such a wrap would appeal

to the woman of taste and imagin

ation! Charmingly fashioned of

Callot satin, it is a coat that is

ready to adapt itself equally well to walking or motoring, and to serve as a general cloak for sum-mer evenings at home or abroad.

Cecile is obtainable in taupe, navy blue or black-price, \$115.00.

Why he christened it "Cecile" we know not. Possibly be-

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not

0.00. 50 hape lear-loc lamb. 5c

planning to jump olfe arrested thru

invention in yesterday. They on, Finlay Mac-public works.

RAGS Ad. 760

Domino The banding of

black and white

check is responsible for the naming of this coat and skirt costume. How delightfully it expresses the Poiret simplicity, with the pleats of its skirt hanging down so flat, and the waistline and the pockets of its waistcoat running along so straight. Be it mentioned, too, that the coat may be removed with impunity. The waistcoat is not the usual thing of lining at the back, but made of the material. And supplemented by a blouse, constitutes a complete cos-

Domino may be had in black or in white serge, edged in either case with black and white check - price

Croisaide

Poiret knows his history well,

reverted to mediaeval days, when knights of the Crusade tilted in the

lists with gleaming lances. Notice

the belt studded with nail-heads

and the armor-like tabs where the bodice fastens. The collar may be worn in open V shape and in no way destroy the ensemble.

Croisaide is featured in two

In Jersey cloth, in rose, Delft blue and Kelly green.

rose, navy or tan. Price in either, \$19.50.

And in crepe de Chine in white,

materials, as :

T. EATON CO.



the white binding on the coat you have a truly Poiretesque touch. The Biarritz is procurable in various materials and combinations,

Biarritz

White Bedford cord skirt, with navy blue peau de soie coat, bound

with white.

Coat and skirt in black or navy blue peau de soie, bound with white. navy serge, bound with black braid. Price \$85.00.



His ally, the Russian sentry, in greatcoat and cartridge belt, has supplied Poiret with a happy thought in the designing of this eapital motor wrap. For how splendidly all-enveloping a coat it is, and so swagger in its ample

Tranchee, moreover, is available in materials to suit every diverse need. Thus:

At \$25.00-In tan, white or leather color linen, with crimson facings.

At \$72.50—In tan, navy or white tricotine, lined with crepe de Chine, At \$79.50-In natural tan shan tung, with crimson facings and crepe de Chine lining. Demure-

lives up to its name, doesn't For despite the chic of 'barrel'' line, how could it ther than the most demure of skirts, with that quaint little pinafore bib? It reminds you of the black silk aprons that every-body were in the time of Queen Anne, when needlework was about the only employment for women's

Demure is made of silk taffets in black, navy blue or variously colored plaids. The price is \$18.50.