

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

# EATON'S DAILY STORE NEWS

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

## Woolly Bunnies and Fluffy Chicks More Cunning Than Ever For Easter of 1916

And a Host of Quaint, Artistic Cards as a More Dignified Form of Greeting

A PACKAGE OF HOLLYHOCK SEEDS, charmingly decorated, prettily inscribed with some suitable bit of sentiment, and placed in a dainty wee box—how does this appeal to you by way of an Eastern Greeting? And instead of the hollyhocks you may have sweet peas or an assortment of old-fashioned garden seeds. The price of it is 25 cents per box.

Delightful little cut-out Easter cards include fascinating old-time figures in hooped out flowered skirts—price 5 cents each; bunnies poking their heads out of Frenchy band-boxes at 6 in package for 10 cents; Easter eggs inhabited by Rose O'Neill's Kewpies at 10 cents each; yellow chicks, 10 in package for 10 cents, and Dutch girls and boys, inscribed with amusing Dutch verses, at 15 cents each.

Other greeting cards in flat and folder style are available in lavish choice, beautifully engraved and decorated, at prices ranging from 2 for 5 to 25 cents each.

### Favors and Decorations for Easter Parties

Easter Eggs, decorated in yellow and green, 5c, 8c and 10c each.  
Bunnies, dressed up in green coats, 5c and 8c each.  
Chickens, white and fluffy, 3 for 5c.  
Mechanical Ducks, Hens, Roosters, etc., with wagging heads, 15c and 20c each.

Quaint little Easter boxes with chickens, etc., on lid, each, 5c, 8c and 10c.

Crepe Paper Lunch Sets, decorated with daffodils and pussy willows, containing table cover, 1 dozen decorated plates, 1 dozen decorated dillies, 1 dozen napkins, 50c.

Lunch Sets, containing plain table cover, 1/2 dozen decorated plates, 1 dozen decorated napkins, 1 dozen decorated dillies, 30c.

Decorated Dollies, 2 dozen in package, for 10c.

Decorated Table Cover, 30c.

Decorated Table Napkins, dozen, 5c.

Crepe Paper, decorated with rabbits and daffodils, 20c roll of 3 1/2 yards.

Festoons in violet and white, 12 feet long, 10c each.

Festoons in plain violet, 2 1/2 inches, 60 feet long, 10c; 1 1/2 inches wide, 75 feet, 10c.

Decorated Crepe Paper Table Favors, including napkin ring, place card and favor, 10c each, \$1.00 per dozen.

Ice Cream or almond cases, in yellow daffodil effects—some in basket style, 3 for 5c, and 10c each.

Caps, for children's parties, in rose, red, green, blue and violet paper, 5c each.

—Main Floor, James St.

## The Vast Assortment of Pretty Flowers Makes Choice of Hat Trimmings Easy

THE flowers that bloom on hats come as regularly each Spring as the flowers that spring up in our gardens and woodlands, but this year Fashion has given them unusual prominence.

You will find the fashionable little hats all gay with them—some just banded with small flowers from which a tuft of nodding roses or iris rises to a quite considerable height. And both little hats and big hats revel in wreaths and trails, in wee little posies of flowers, in single blooms or flat applique flowers, and quite often the modish, shiny fruits, cherries, small apples, raspberries, etc., which have this season made their appearance in tremendous numbers.

These may all be seen in huge array in the enlarged Flower Section of the Millinery Department, and a glance at any of the showcases will suggest to you many delightful alternatives of trimming that new hat. Wings, quills, and ostrich tips also portray countless variety for the adornment of the new tailored hats.

Special in Flowers—1,000 single roses, in American Beauty old rose, Jack, and pink, 25c.

—Second Floor, Yonge St.

## A Truly Phenomenal Offering in Smart Skirts for Misses

About 1,000 New Models Arranged in Two Groups at \$2.65 and \$1.69 On Sale on Thursday

OF VERY TRUTH, many of the skirts were never made for the money, for the materials alone cost more. They are divided as follows:—

Group 1.—About 75 samples—Extremely smart skirts in taffeta, soft satins, pussy willow, heavy serges, whipcord, poplins, gabardines, etc., all of them different; also about 400 skirts, some in taffeta, some in serge, obtainable both in black and navy. The two taffeta models are both yoked and gathered at the back, one having pointed tabs over the hips, the other a vest point in front. In serge also there are two styles, one with yoke, the other with patch pockets and belt. Special price, \$2.65.

Group 2.—Contains a splendid assortment of simple skirts, some yoked, some belted and some having patch pockets. Included are navy blue corduroys, black and white checks, in various sizes and designs, hairline striped worsteds and silken-fel (alpaca) in black, navy and brown, as well as serges. Special price, \$1.69.

—Third Floor, Yonge St.

"THE FIRST HUNDRED THOUSAND," By the "Junior Sub" (Ian Hay) The war stories which made such a sensation when they ran in serial form in Blackwood's Magazine. Price, \$1.25.

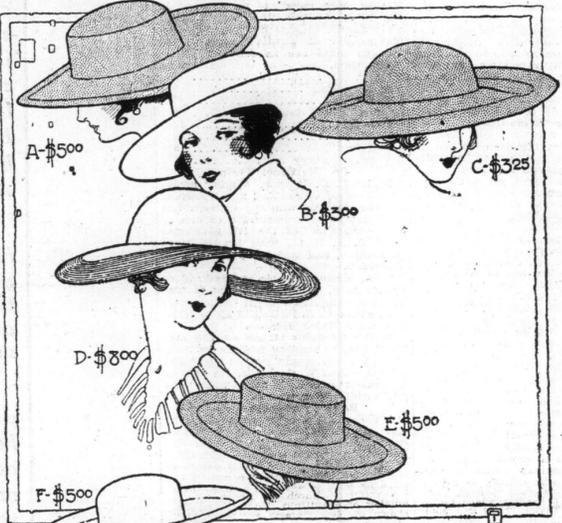
—Main Floor, James St.

## Thursday's Special Feature in the Week's Easter Showing of New Millinery will be

### Untrimmed Hat Shapes in a Wealth of Fashionable Straws, Shades and Designs

### Sailors in all Their Smart Variety of Flat, Rolling and Drooping Brims, Watteaus Uptilted at the Back, Close-fitting Turbans, and a Multitude of Modish Effects, Too Distinctive and Original to be Generally Classified

SHE WHO PREFERS TO EVOLVE her own Spring bonnet, selecting it item by item from the foundation upward, may revel in a veritable wealth of the modish shapes which Fashion has prescribed for Spring and Summer wearing. Our buyers have gathered together a collection of untrimmed hats which far exceeds any similar showing on any previous occasion—a superb array of fashionable designs and shades in such favored weaves as:—



MILAN, TAGEL, FINE HAIR, LISERE, LEGHORN AND THE NEW BANGKOK WEAVE FOR SPORT HEADWEAR.

Gray, pongee, navy blue, Copenhagen blue, emerald green, chartreuse, rose, pink, and black and white—these are the colors which make up the season's rainbow, a combination of two tones being one of the new features of the display. As for prices:—

In tagel weaves are sailors, turbans and Watteaus from \$3.50 to \$5.00, including the new broad, flat sailor with crown of contrasting shade, at \$4.00.

In the beautifully fine Milan-tagel straw, so soft and yet so firm, is a splendid array of exclusive New York designs at \$5.00 to \$8.00.

In real hair straw, featherweight and sheer, are charming examples of a new model with drooping sides, also sailors with brims rolling gracefully upward—price, \$9.00.

Wide flat shapes in tagel with brims edged with hair straw are delightful for dress wear—price, \$5.50.

Mushroom and rolling-brimmed sport hats in the new Bangkok weave—like a close, fine peanut straw—are a delight to behold in art tones of rose, green and blue, at \$8.00.

—Second Floor, Yonge St.

## Embroidery Petticoats Semi-made A Boon to the Home Needlewoman

Fine Swiss Muslin Ready Frowned and Inserted With Beading

IF YOU MAKE your own lingerie, here is assistance for you when it comes to fashioning a white petticoat. "Novelty Flare Underskirting" does away with half the usual work. All that is required of you is to stitch the back seam, put a draw string in the top, and run in the pink or blue ribbon.

It is a skirting made of Swiss muslin embroidery imported direct from St. Gall—beautifully fine, assuredly durable, and presenting a choice of a whole host of different dainty patterns. The deep embroidered flounce is attached, and wide eyelets are provided for the inserting of ribbon. Only one and a half yards of the skirting are required for a petticoat three yards wide, and the price thereof is but \$1.75 a yard.

A paper pattern with instructions for the cutting and finishing of underskirts, ranging from 20 to 30 waist measure, accompanies each length of muslin.

A little girl's frock can be made in the same easy, speedy manner from "Tiny-Tot Flouncing." This is likewise of fine Swiss muslin, so patterned with yoke effect, eyelets and border that the inserting of the sleeves and the running of a few tucks below the neck, and the stitching of the back seam are practically all that is required for the completing of a charming little dress in the popular long-waisted French style. The ribbon that meanders in and out of the eyelets adjusts the fullness. This "Tiny-Tot Flouncing" is \$1.25 a yard, 1 1/2 yards being required for a frock.

A paper pattern is also included in each dress length— procurable in sizes 2 to 8 years.

—Main Floor, Centre.



From a Woman's Standpoint.

"WELL, I declare, it's silk you're knitting into your Edward's socks! If the censor gets hold of your parcel he will expose it as a heinous example of war-time extravagance."

"Shows how little useful knowledge you possess, Barbara. Ten cents worth of silk in the heels means MODES, double wear for the sock-MAN. Anyway, fancy your having NERES to the nerve to hint at economy AND with that rosy rapture of a SKIP—" "Do you like it? Wait ROPES, until you see the suit that goes with it—the skirt is five yards wide if it's an inch, and the coat has a perfect merry-go-round of ripples below the belt. The blouse that completes the vision flings out, too, on a little flare of its own, a long collar in the waist and two frilly jabots in front. When I twirl round suddenly my garments will spread out like a good-sized parade."

"Whatever led you into such an orgy of buying?" "Well, my dear Anne, my motives were mixed. My Irish prejudice got conspiring with my Scotch conscience and Canadian enterprise did the rest. The ball really started rolling down at the Relief Rooms the other day. I had thrown my coat and hat on a chair while I was making bandages, and one of the dear helpers, thinking my belongings were a donation, whisked them off and packed them into a box to send to the Refugees. It really required considerable courage to beg them back again. One felt one was betraying the poor refugees of their destined inheritance. And when I got home I viewed the line and substance of my clothes in a new light and decided that it was high time I had something new, and that my present wardrobe was considerably in reality to that overseas packing case."

"Well, the hat is certainly a dream. I love those little squashed-flat roses—so much better than the perfect monuments and garden beds of trimming they used to load upon the big hats." "Yes, aren't the wide sailors fascinating, with just a smile of gay ribbon or a bright star of a flower, or a lance-head of imitation osprey or something feathery. I like reserve in millinery as much as I do in people. I feel as though, perhaps, I had been a bit too demonstrative in choosing this affectionate looking rose color for my own headgear."

"What shade is your suit?" "Oh, it's navy. Fashion seems to have no other tune to pipe than that old American ditty, 'The Blue and the Grey.' Grey, of course, is charming, but I could imagine how ghastly it would look in company with a certain person's khaki, and as they are not likely to go until the end of the Summer—the battalion I mean—it was a point worth considering. So I got navy blue taffeta—a really darling little suit, all full and feminine and silky which I feel declares is just what a woman's clothes should be. And, perhaps, for her present self-sacrificing role they really should be. As a matter of fact it does seem hard to think of the ministering-angel-thou sort of person attired in a hobble-skirt, Fichus and flounces seem her native garb, don't they?"

"Well, I'll admit, Barbara, I never saw anything more idealistic in the wearables line than the chiffons and crepe de Chine and Georgette crepes and all those soft, mummy things that are out in array for Summer frocks. The colors are simply delectable—all the heavenly tints one thinks of somehow when Mische Elman plays—rose deepening into purple, and dissolving into blues that whiten, then pearl into ivory and mellow into yellow and gold. Men will surely carry off to the trenches a beguiling memory of the art of 1916." "So you, too, Anne, have been trying thought to the wherewithal you should be clothed. It's in the air, isn't it? When the sun shines, and the sparrows chirp, and pussy willows are in the florist's windows, if you're too old to get out a skipping rope, you've simply got to buy new loggery, haven't you?" or turn hermit."

The Scribbles

April is Awning time—Upon request by mail or telephone we will send a man to measure your windows and verandahs and submit an estimate of cost—for which service there is no charge.

## Huge Special Selling of Scotch Wool Squares Begins Thursday An Event of Distinct Importance to Her Who Wants an Artistic Covering for Bedroom, Sitting-room or Dining-room Floor

1,000 RUGS IN AN IMMENSE VARIETY OF COLORS AND DESIGNS.

SIZES RANGING FROM 6 BY 9 FEET TO 12 BY 13 FEET 6 INCHES.

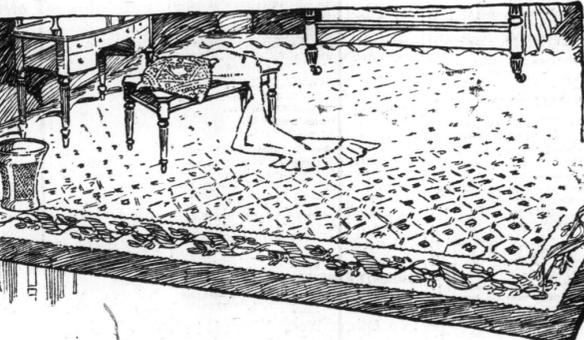
YOU, MADAME HOUSEHOLDER, with eye on the outlook for an attractive rug for bedroom, sitting-room, or dining-room, will do well to take advantage of this magnificent presentation of the popular Scotch wool squares which will be featured in the Rug Department for the next few days.

There are one thousand squares in the showing!—and this independent of the regular stock of such floor coverings. Pile after pile, row after row, they are here ready for exhibit on Thursday—with a veritable multitude of patterns, color schemes, and prices from which to choose. By way of example we draw attention to four particular lines and a "special." Thus:

Scotch wool art squares in delightful conventional designs in self-tones of soft greens, blues and browns. Sizes and prices are:

6ft. by 9ft.	.....	\$8.00
7ft. 6in. by 9ft.	.....	7.50
7ft. 6in. by 10ft. 6in.	.....	8.75
9ft. by 9ft.	.....	9.00
9ft. by 10ft. 6in.	.....	10.50
9ft. by 12ft.	.....	12.00
10ft. 6in. by 12ft.	.....	14.00
10ft. 6in. by 13ft. 6in.	.....	15.75
12ft. by 13ft. 6in.	.....	18.00

Scotch wool squares, with all-over centre—a conventionalized tulip effect



—with plain band and tulip border, to be had in deep rose and ivory tones. Also a charming design showing neat geometric centre with floral border—in brown with blue border, and in blue

with green. Sizes and prices are:		
7ft. 6in. by 9ft.	.....	\$9.50
9ft. by 9ft.	.....	11.50
9ft. by 10ft. 6in.	.....	12.50
9ft. by 12ft.	.....	15.00
10ft. 6in. by 12ft.	.....	17.50
10ft. 6in. by 13ft. 6in.	.....	19.75
12ft. by 13ft. 6in.	.....	22.50

Scotch wool art squares in wonderfully attractive pattern, characterized by conventional self-tone centre, with narrow flower and ribbon border—featured in green with blue and rose, and in rose with green and brown. Size and prices are:

7ft. 6in. by 9ft.	.....	\$12.00
7ft. 6in. by 10ft. 6in.	.....	14.00
9ft. by 9ft.	.....	14.50
9ft. by 10ft. 6in.	.....	17.00
9ft. by 12ft.	.....	19.50
10ft. 6in. by 12ft.	.....	22.50
10ft. 6in. by 13ft. 6in.	.....	25.50
12ft. by 13ft. 6in.	.....	29.50

### Group of 60 Rugs at Special Prices

These include an all-over floral effect in green tinged with violet, blue with violet, rose with green, and terra-cotta with brown. Also a neat lattice effect in green and red, and a self-tone conventional design in green and in brown. Sizes and prices are:

7ft. 6in. by 9ft.	.....	special price \$11.55
9ft. by 10ft. 6in.	.....	special price \$15.25
9ft. by 12ft.	.....	special price \$18.00
10ft. 6in. by 12ft.	.....	special price \$21.00
10ft. 6in. by 13ft. 6in.	.....	special price \$23.50

—Fourth Floor, James St.

T. EATON CO LIMITED