

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.

That Popular Bit of Daintiness—The \$5.00 Blouse

DISTINCTIVE DESIGNS, daintily fashioned, they exploit the prettiest of trimmings, with all the attention to buttons that the modes of the moment demand, and truly their splendid value is among the least of their claims. Illustrating la Mode's fondness for two colors is a pretty crepe de Chine blouse in white with wide colored bands inserted, so that it has the appearance of awning stripes. Another in similar design, slightly gathered in front to a shoulder yoke, is carried out in white, only the wide collar and turn-back cuffs being adorned with colored bands. Both these are obtainable in white and flesh, rose, coral, maize and black.

With the new and very becoming pleated back collar is a smart crepe de Chine blouse with little tucks down the front to give a becoming fulness.

A most effective Georgette blouse is made in color over a white guipure edged vest, which is a combination of the square collar. Sizes 34 to 44. Price, \$5.00. —Third Floor, Centre.

An Immense Springtime Showing of Superb Oriental Carpets With Sensational Price-reductions on Group of Living-room Rugs

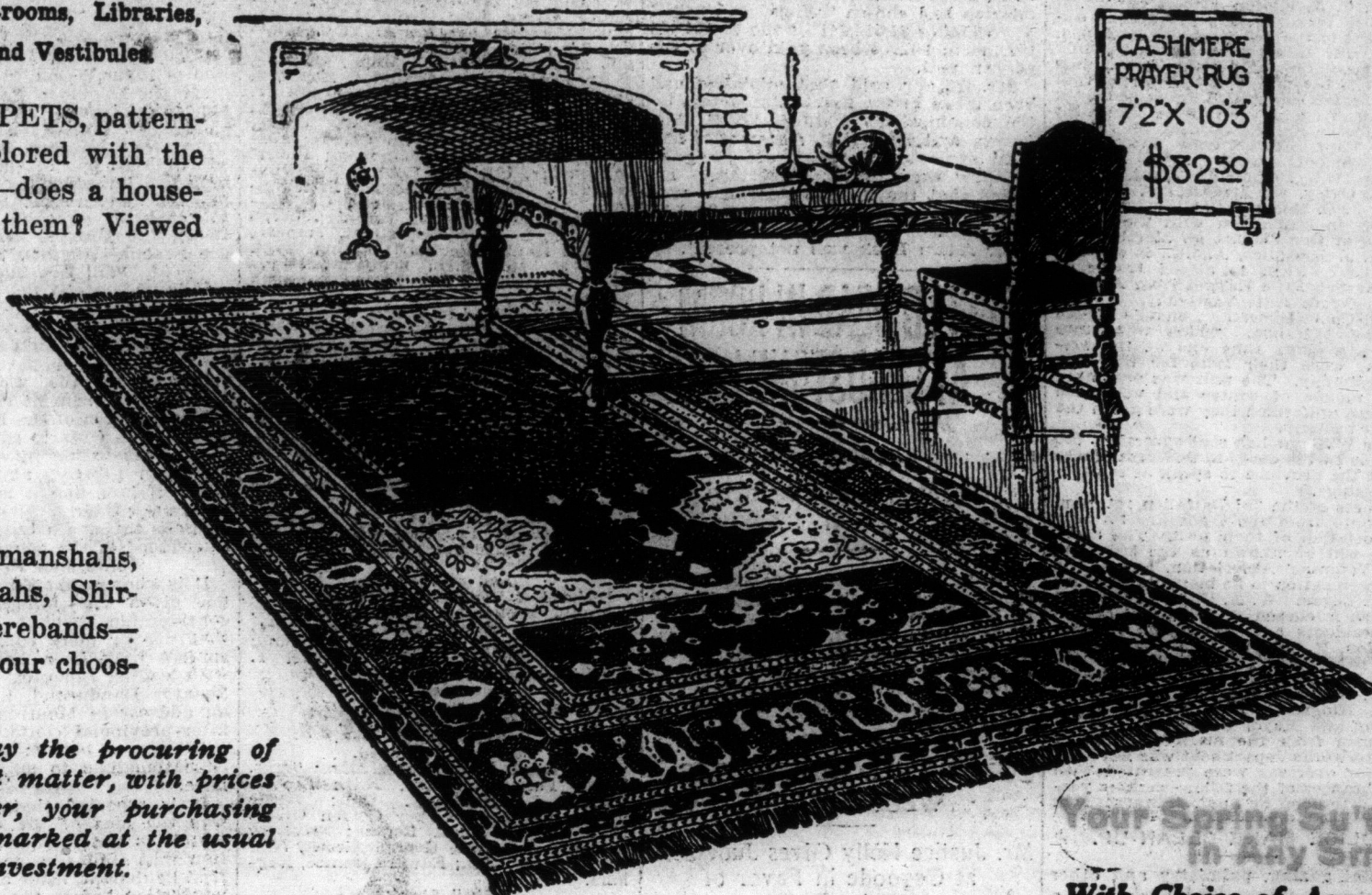
Hand-woven Eastern Floor Coverings in the Beautiful Patterning and Marvellous Coloring Characteristic of the Old Persian and Indian Handicrafts

In Sizes and Designs Suitable for Living-rooms, Libraries, Drawing-rooms, Bedrooms, Halls, Dens and Vestibules

HAND-TUFTED EASTERN CARPETS, patterned with magic artistry and colored with the loveliness of sunsets and moonlight—does a householder exist who is not interested in them? Viewed from the standpoint of hobby or utility do they ever fail to fascinate?

And here they are in a splendid display, gathered together from one fertile source and another to meet the demand of the common Spring-time instinct to beautify and refurbish one's dwelling-place. Kirmanshahs, Mesheds, Tabrizes, Ferehans, Bokarahs, Shirvans, Mosuls, Hamadans, Sarouks, Serebands—these and many others are here for your choosing in immense variety of designs.

Moreover, the fact that every day the procuring of Oriental rugs becomes a more difficult matter, with prices meanwhile soaring higher and higher, your purchasing from the present stock, which is still marked at the usual figures, means a distinctly profitable investment.



Just to quote a few examples of the remarkable values—

A magnificent Melas rug, showing rose and ivory medallion and corners on a rich sapphire blue ground. Measures 6 ft. 8 in. by 9 ft. 9 in. Price, \$137.50.

A very lovely Kirmanshah with characteristic vine-like tracery of old rose, soft green, amber and deep blue on an old ivory ground is 7 ft. 2 in. by 9 ft. 2 in. Price, \$300.00.

A handsome Anatolian rug in all-over design of green, amber, deep blue and light blue, is 6 ft. 10 in. by 9 ft. 9 in. Price, \$100.00.

An interesting group of smaller rugs—average size 4 ft. 6 in. by 7 ft.—so useful for halls, vestibules, dens, etc. Consists of Hamadans, Mosuls, Shah Abbas' in soft, mellow tones of tan, brown, terra-cotta, gray, and rose color effects. Very specially priced at \$39.50 and \$49.50.

For Quick Clearance—Oriental Rugs at Half Usual Prices

The rug our artist has placed on the floor of his sketch is one of them—a beautiful prayer rug showing plain, rich claret red centre, with border and lamp-effect of tan, blue, and deep green. The size is 7 ft. 2 in. by 10 ft. 3 in., and the price half the usual amount—\$52.50.

The offering consists of medium and large carpets especially well suited for living-rooms, among them being these:—

All-over design in tan and wine color. Size 9 ft. 4 in. x 12 ft. 5 in. Special price, \$100.00.
A copy of one of the beautiful old "tree-of-life" designs, in red, tan, and blue tones—size 10 ft. 7 in. by 12 ft. 5 in.—special price, \$122.50.

Two Smart Navy Blue Serge Coats For Little Girls 8 to 14 Years Old

In Loose Belted Style, One Having Pleats and a Yoke Like a Norfolk Jacket

FOR LITTLE MISS SCHOOLGIRL, for whom any thing fussy or fancy in the way of toggery is quite outside of the question of good taste, these simple blue serge refers are the ideal provision.

They are delightful little specimens of fine tailoring. Made of excellent quality serge of fine worsted weave, in a deep shade of navy blue, they are beautifully finished, and lined throughout with black satin.

The coat on the little girl at the left of the sketch below shows the yoke, pleats and belt of the Norfolk style. It has black bogie buttons; and the price is \$8.00.

The coat on the girl at the right has a belt, patch pockets and is fastened with smoked pearl buttons with red centres. It is priced at \$10.00.

Both are obtainable in sizes 6 to 14 years.



—Third Floor, Yonge St.

Tapestry Papers Are Again In Vogue For Dining-Rooms and Halls

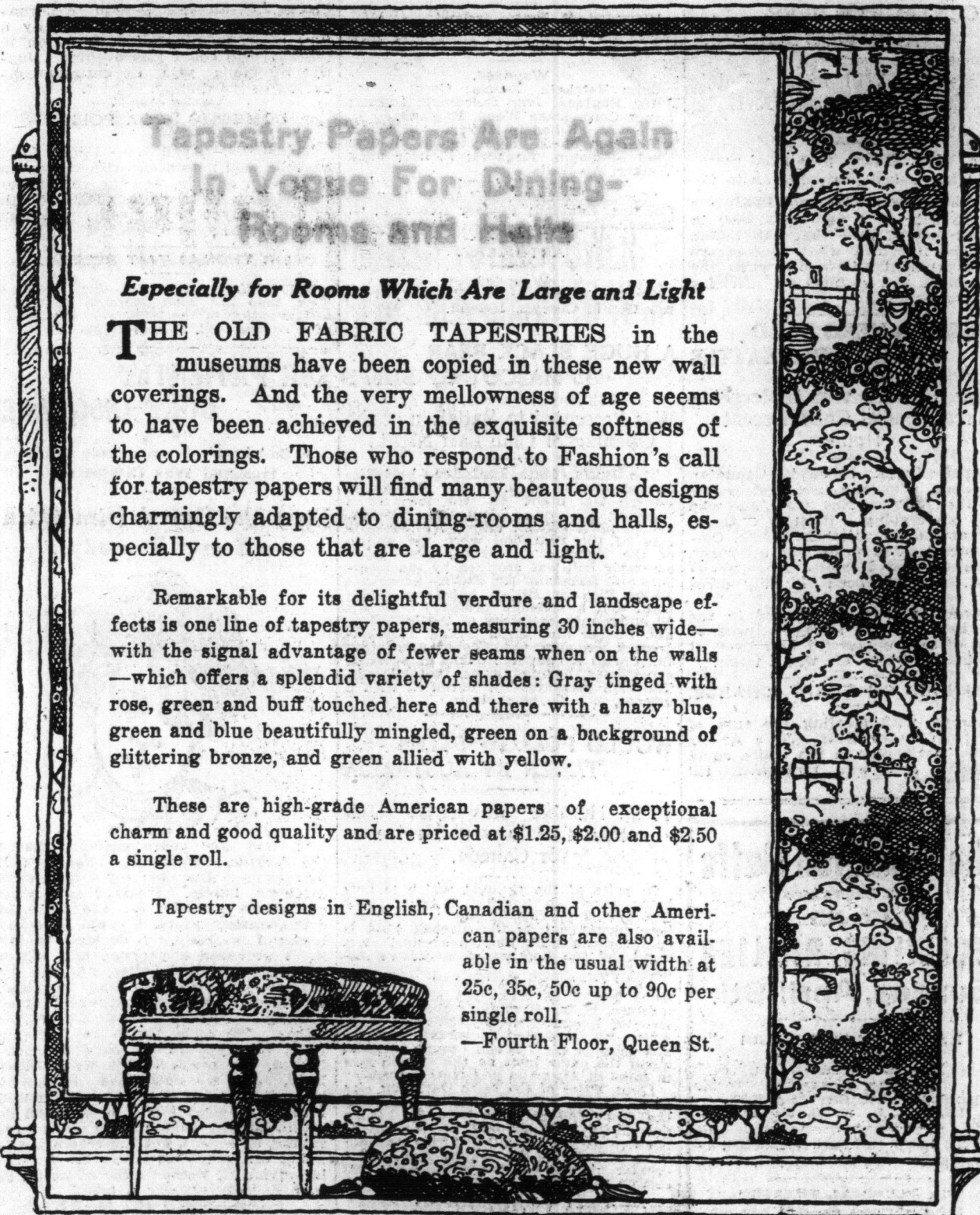
Especially for Rooms Which Are Large and Light

THE OLD FABRIC TAPESTRIES in the museums have been copied in these new wall coverings. And the very mellowness of age seems to have been achieved in the exquisite softness of the colorings. Those who respond to Fashion's call for tapestry papers will find many beautiful designs charmingly adapted to dining-rooms and halls, especially to those that are large and light.

Remarkable for its delightful verdure and landscape effects is one line of tapestry papers, measuring 30 inches wide—with the signal advantage of fewer seams when on the walls—which offers a splendid variety of shades: Gray tinged with rose, green and buff touched here and there with a hazy blue, green and blue beautifully mingled, green on a background of glittering bronze, and green allied with yellow.

These are high-grade American papers of exceptional charm and good quality and are priced at \$1.25, \$2.00 and \$2.50 a single roll.

Tapestry designs in English, Canadian and other American papers are also available in the usual width at 25c, 35c, 50c up to 90c per single roll. —Fourth Floor, Queen St.



THE T. EATON CO. LIMITED

A New Ostrich Ruff

Priced at \$3.95

WITH APRIL well on the way, one may expect to say farewell to furs, but cordial welcome is given to the smart neck-fixing which, affording protection to the throat yet gives a chic finish to the Spring costume.

And this new ostrich ruff meets the need of the moment while fulfilling the demands of Fashion. Of long, well curled and very full, it is 22 inches long, made in dog collar style, and procurable in plain black, white and black and white. Price, \$3.95. —Main Floor, Yonge St.

Silk Hosiery to Match The Colored Boot-Tops

GREY, TAN, WHITE, color—practically all the fashionable boot-top shades are available. These stockings have fine thread, 9-inch welt, little spliced heel, toe and sole and high spliced ankle. Black, white or tan, per pair \$1.00; all other colors, per pair \$1.25. —Main Floor, Yonge St.

Your Spring Suit Tailored to Order in Any Smart Design You Fancy

With Choice of Any Fashionable Suiting, Except Silk or Velvet, Up to \$2.00 a Yard

INDIVIDUALITY—this is the chief lure of the made-to-order costume. In line, fabric and finish exactly according to your personal need and wish, the suit turned out for you by the Ladies' Tailoring Department has just and particular grounds for its attractiveness.

The present Spring feature is a fashionable, thoroughly well-tailored suit, complete for \$35.00.

You have a choice of any material, except silk or velvet, priced not higher than \$2.00 a yard—gabardine, serge, tweed, broadcloth, wool poplin, any of the numerous smart suitings at that amount, to be found in the Dress Goods Department on the Second Floor. Look at them, bring to the Sixth Floor a sample of the fabric you want, and our designers will plan for you some modish effect in which to have it fashioned.

The coat will be lined with silk, and good style, good fit and general satisfaction assured for the whole costume. —Sixth Floor.



You Were Inquiring?

"Mother O' Mine"—Books of the kind you want are legion—fascinating childhood tales with a substrata of real wisdom about animals, birds, plants or some other phase of out-door life. There are the "Look About You" Nature Books, dealing in their several volumes with butterflies, moths, insects, sowing of seed, etc. They are bound in cloth, beautifully illustrated, and priced at 25 cents each. The "Bed Time Stories," by Howard L. Garvis, are another popular series of stories about bear cubs, guinea pigs, rabbits, ducks, dogs, kittens, squirrels and chickens. "Lulu, Alice and Jimmie Wibblewobble," is the attractive title of the duck book. "Johnnie and Billy Bushytail," that of the squirrel book, and so on. They are bound in cloth, illustrated in color, and priced 50 cents each.

Probably you are familiar with the "Bedtime Story Books," by Thornton Burgess. They consist of "The Adventures" of various interesting animal folk, such as Reddy Fox, Peter Cottontail, Danny Meadow Mouse, Sammy Jay, Jerry Muskrat, Uncle Bill Possum, Johnny Chuck and others, to each of whom a book is devoted. These are cleverly illustrated, bound in cloth, and priced at 50 cents each. And then, of course, there are the famous Peter Rabbit Books by that English writer, Beatrix Potter, whom the critics have called "the literary god of children." These are 25 cents each—cloth bound, with fascinating illustrations in both color and black and white.

Pandora—Well, a little of the hope which you've kept in your box will have to be allowed to escape, too, I am afraid. For the nigger brown suit most like the sketch you enclose, has a flat collar and revers instead of the high convertible effect. The back of the coat flares out similarly in circular style, with a yoke across the shoulders, and the skirt is plain and wide. The material is wool poplin and the price is \$18.50.

Inquirer—That huge drawing-room must be flooded with sunlight most of the day. One would suggest plaster gray walls, soft, leaf green rug, and a large-patterned chintz for curtains and slip covers—one of those designs with lots of vivid pink petals, blue-winged birds and green foliage in it. Then fill up the corners of your sofas with cushions covered in a plain, old blue and green.

For the dining-room walls one of the new tapestry papers in wood brown tones should provide a good background. You will find all particulars concerning them in another column on to-day's page. With this a brown Axminster rug, patterned with a little black, would be nice; while the curtains should be of plain amber color—assessant silk, wool poplin, or any of those mohairs or heavy cotton weaves that look so well and are not expensive. And practically the whole dining-room treatment might be repeated in the hall—with the exception of the rug, which for the sake of the hard wear it will receive, should be a well-covered conventional or Oriental design in subdued tones. —THE SCRIBE.

Vertical text on the left edge of the page, including 'Must the the', 'ive all', 'S', 'armiged', 'Get loring', 'Store Closes 9 p.m.', 'TANYON LTER Limited', 'MEN'S', 'TALION ERS' BAND', 'WASHED RAGS', 'LLAN Ad. 760', and 'with the excep-'. This text is partially cut off and appears to be from an adjacent page or a different section.