

My Second Year of the Great War, by Frederick Palmer. Now Ready, \$1.35.

EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street doors are order boxes, where orders or instructions may be placed. These boxes are emptied at 8.30, 9, 10 a.m., 1, 4, 4.45 p.m.

Fashion's Devotion to the Swagger Top Coat

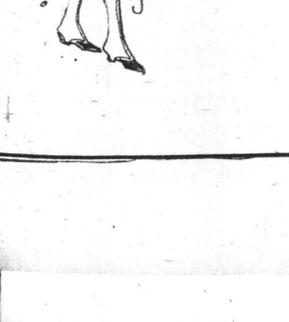
And Our Own Superb Assemblage of Exclusive Models Will be Exemplified on Thursday as the Special Feature of the Fourth Day of

The Great Formal Showing of Spring Modes

In Women's, Misses' and Children's Apparel

Treating Herewith of the New Coats for Women

Voluminous, Trim-fitting Wraps in Gabardine, Velours, Burella Cloth, Wool Poplin, Tweed and Serge, Abounding in Pleats and Pockets, and Emphasizing the Vogue of Huge Collars—Line and Detail Invariably Contributing to the Prevailing Barrel Silhouette.



A. Motoring, travelling, stormy weather—all three claim this sturdy coat of Donegal tweed as an ideal garment for the conditions they impose. Made in loose-fitting Raglan style, it will slip on easily over suit or frock, the belt emerging at the back from either side of a wide pleat effect. In color it is dark brown, flecked with white, the straps provided to draw the sleeves in snugly at the wrist, and to fasten the collar up close at the neck, being of chocolate brown kid. Price, \$27.50.

B. With a swirl of skirt and glow of brilliant color, this handsome coat offers itself with especial eagerness to her who seeks for a modish wrap for dining, or the afternoon tea party. Old gold velours, combined with gold and black checked velours, are employed for its fashioning; Raglan sleeves, wide circular skirt, and tie giraffe being distinctive features in its make-up. It is lined throughout with gold color satin. Price, \$37.50.

C. In the fashionable burella cloth—like a beautifully refined and softened burial—is this smart coat, which is rendered trim and distinctive by many box plaits. The yoke, which is visible in front, characterizes the back also, where two mother of pearl buckles keep the little tie belt in place. Pussy willow, quaintly flowered, serves by way of lining throughout. The model may be had in a delightful shade of Saxe blue, in navy and in gold. The price is \$37.50.



E. Journey far and wide and you might not be able to find a more stunning motor coat than this, which tops the column of sketches to the right. It fulfills the season's demand for brilliant color, the checks in the warm, shawl-like fabric of which it is composed being worked out in gold, black and white. It boasts great wide-armed sleeves, enormous pockets, which taper at the top and pass along to the back in the form of a belt, and a generous collar, which, if you so wish, will muffle up snugly around the throat. It is one of the well-known Kenyon coats—price \$48.50.

D. Promising splendid service as a general utility coat, this trim model with the deep backed collar is developed in navy blue wool poplin, the cuffs and collar showing the modish heavy stitching in green silk twist. The pockets and groups of pleats at either side produce the desirable width at the hips. The waist-length lining is of blue satin, and the over-collar of white flannel, embroidered in rose and green. A splendid value at \$25.00.

F. Huge pockets and a shoestring giraffe are the seal of the mode on this attractive coat. It is composed of gold velours, with a simplicity of cut which qualifies it for wide usefulness. A three-quarter length lining of crepe de Chine in a charming Paisley pattern of green, blue and rose is an interesting detail. The price is \$32.50.

—Third Floor, James Street.

Coats From Paris, London and New York, at \$37.50 and \$46.75
ON SALE IN WOMEN'S COAT DEPARTMENT ON THURSDAY AT 10.30 A.M.

EVERY COAT IN THE OFFERING bears evidence of its distinguished origin. The labels of some of them are inscribed with such far-famed names as Bradley of London, and Bernard, Jenny, Drecol, Premet, Georgette, Brandt and Cheruit of Paris. Every model is a worthy achievement in fashionable tailoring, a happy illustration of the season's new thought in material, color and design.

Velours, Bolivia cloth, gabardine, Poiret twill, serge, broadcloth, Jersey cloth, khaki-kool—these are some of the fabrics represented, the wide selection of color including navy and Saxe blue, nigger and rookier brown, tan, black, and the bright gold yellow, emerald green and sunset rose of new vogue.

The coats will be divided into two groups and placed on sale, a special price-attraction, on Thursday morning at 10.30 o'clock, at \$37.50 and \$46.75.

—Third Floor James Street.

Such Smart Coats for Misses—Styles for Every Need of the Youthful Wearer

Models Galore in Serge, Gabardine and Shepherd's Check for College or Business Wear, and a Host of Others in Velours, Poiret Twill, Bolivia and Burella Cloth to Serve for Dress, Street and Motor Use.

This is Interesting

THE grass and apple greenness of the Spring toggery—have you noticed how insistent it is? Among the new suits there are green jersey models galore, suggesting themselves most eloquently for golf, tennis, motoring and country club usefulness. White crepe de Chine and khaki-kool dresses, bordered, collared and cuffed with clear leaf green, are among the most interesting of the frocks of the sports variety. The green velours coat is considered one of the smartest of wraps, and where skirts, blouses and sweater coats are concerned the new models tell the same tale. Those who count green as their pet color may indulge their fancy to the top bent.

Evening gowns hailing from Paris and New York hint at the return of the Empire waistline and its accompanying slowness of skirt. One very lovely French model in coral charmeuse and silver lace, which is on exhibit in the little Rose and Grey costume rooms, is designed along these lines, and numerous other illustrations of the trend will be found in the adjacent showcases.

Blouses and skirts of the popular sports species have an interesting setting amid the flowering dogwood trees on the big platform in the centre of the Third Floor. Gay, tropical colors prevail, but demure greys and tans are not lacking. And how many of the khaki-kool skirts have drawstring bags to match them—good generous-sized bags, capable of holding knitting or a good bundle of needlework.

Oriental embroidery is a modish finishing touch on some of the most alluring of the new frocks and blouses. The Phoenix, the fabulous bird of China and Japan, is a favorite motif.

The Scribe.

G. Is it a fairly warm coat you want—one that will be comfortable for wear in an open motor car, or as an informal wrap in the evening? Then this model above, marked "G," should appeal to you mightily. It is made of Bolivia cloth—in a delightful bestrut shade, the satin which lines it throughout being of the same fashionable tinge. The sleeves are in semi-Raglan effect, and a yoke gives a nice flatness across the chest. The price is \$47.50.

H. She wants you to see how many pleats she has in her coat—that's the excuse of this dainty maiden for turning her back. For 'tis there they show to best advantage. Apple-green wool poplin is the modish fabric in which the model is fashioned, black satin being employed for the over-collar and for the facing on the cuffs. The giraffe finishes off in tie-string style in front, and a figured tan silk serves for the half lining. Price, \$30.00.

J. Are you nearing the end of your school days, or, perhaps, closing your first year at college? At any rate, it is for the young person termed a "junior" that this smart little coat of black and white shepherd's check has been designed. The tabs on the pockets and the facing in the lapels are of billiard green velours, heavily stitched in white, and the half lining is of fine satin, artistically patterned like a pussy willow silk. Price, \$30.00.

K. Fortunate are you who capture this uncommonly attractive coat. It is a New York model, beautifully tailored of Belgian blue Poiret twill, with cuffs and deep, picturesque collar of sand color faille. The fullness is confined at the waist-line by groups of close shirring at either side of the back and front, under which passes a narrow belt, with long giraffe ends. The coat has a half lining of blue satin, and is priced \$45.00.

L. A delightful little general utility coat is this model with the wide collar and big pockets. It is plainly tailored in fine velours of a leather tan shade, lined to the waist with satin of the same tone. Belt, collar and pockets are ornamented with smoke pearl buttons. Price, \$32.50.

M. An interesting instance this, of the season's craze for bright colors, for the model is developed in rose burella cloth. Note the long, close row of self-covered buttons, the double belt confining the side pleats, the pair of small pockets, and the light over-collar. The latter is of creamy flannel, embroidered in vari-colored silks, and the half lining of white crepe de Chine, flowered with tiny colored pastes. Price, \$45.50.

—Third Floor, Yonge and Albert Sts.

Take Advantage of The Shopping Service

If you are in any quandary as to the choosing of your Spring clothes. An experienced shopper will select for you anything you may wish to procure in the store. Address your order to the "Shopping Service," or telephone Main 320.

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