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EATON'S DAILY STORE NEWS

Take advantage of the Customers' Deposit Account Department. For further particulars, apply at D. A. Office, Fourth Floor.

It's Easter Time! Come to the Store Today and Make Your Purchases for This Grand Easter Season, When Spring Calls for New Apparel and New Furnishings

Sample Suits Specially Priced at \$21.75

Charming in Style, Made of Silks, Serges, Garbardines, Tricotine and Checks of Excellent Quality and Showing Splendid Variety



COULD SUCH an offering be more opportunely timed!—Just before Easter, when every woman thinks longingly of a new Spring Suit? And the value! It will surely better your utmost expectations, for the suits are smart as smart can be, modish, splendidly tailored and made of such very good materials. There are serges, Poiré twills, gabardines, poplins, fine tweeds, shepherd's checks, and silks of such quality as will make you realize their extraordinarily low pricing.

Of course, being samples, there is a remarkably wide variety of designs. The plain tailored suit is there under many guises, beautifully cut and finished with that nicety of detail which so delights the well-turned-out woman. There are numerous belted coats, coats with panels and pleats, and even the new pony coats. The trimmings are smart and of excellent quality, braid pipings and bindings, braid embroidery, silk collars, buckles, slides, many buttons and silk stitchings, skillfully used to give infinite variety.

The coats are well lined, chiefly with soft silks and satins, some with brocaded mixtures. In colors navy is most prevalent, then come sand green and grey shades. Remember to come early to obtain a really good choice. Special... 21.75
—Third Floor, James Street.

Exquisite Paris Model Coats Today, \$65.00 and \$75.00

EACH one is the inspiration of some well-known Paris designer. They are in divers styles—simple enough for street wear or sufficiently elaborate for formal evening occasions.

Materials are gabardines, tricotines, Poiré twills, Bolivia satins, velours in checked or plain weaves, lined with Georgette crepe, crepe de chine, pussy willow silk and satin. Colors are brown, sand, clay, purple and black, in a host of combinations and plain effects. Today... 65.00 and 75.00
—Third Floor, James Street.

Sample Coats at \$19.75

Several lots of manufacturers' samples and odd coats assembled in one big group to make active selling today.

They represent all that is new and fashionable, as to style, material and shade. There are poplins, serges and gabardines in tan, navy and grey; half silk lined. Sizes assorted. Today... 19.75
—Third Floor, James Street.

A Thursday Bargain in Georgette Crepe

FRENCH Georgette Crepe, in fine even weave, available in white and flesh shade only; 40 inches wide. Reg. \$1.50 yard. Today, yard... 1.10
Voile Skirting, patterned in attractive solid designs, and finished with either scalloped or plain edge for hemming; 40 inches wide. Reg. 65c yard. Today, yard... 39
Val. Lace, Insertions, Galons and Medallions, in a splendid assortment of designs. Laces range from 1 1/4 to 2 1/4 inches wide; insertions 1 inch wide; galons 1 1/2 inches wide, and medallions in various shapes and sizes. Reg. 10c yard. Today, yard... 5
—Main Floor, Centre.

Charming New York Dresses Just Arrived

Models For Afternoon and Informal Evening Wear, in Satin, Crepe de Chine, Georgette Crepe and Chiffon in Such Fashionable Colorings as Sand, Navy Blue and Taupe—Also a Group of More Summary Gowns in Net, Lace, Gingham and Muslin

On Sale Today at 10.30.

YOU WHO ARE IN QUEST of a new frock for springtime festivities—be they luncheons, tea-parties or informal evening affairs—will be charmed with the collection of New York dresses to be placed on sale at 10.30 a.m. today.



There are frocks of navy blue, taupe and sand-colored satin or crepe de chine, for spring mornings or early afternoons—while for more elaborate wear are some delightful printed chiffons and Georgettes combined with satin—besides models of net and lace with satin and crepe de chine dresses entirely of heavy Georgette, with beading and gowns of satin with sequins and jet beads.

Moreover, in the collection are some lovely crisp frocks of organdy and gingham, sheer muslin heavily braided with narrow cotton soutache with most chic effect; "indestructible" voiles, cotton crepe, khaki-kool and sundry others of the newest springtime fabrics. In style they adhere to the rules of "slim and straight," depending for variety upon unusually-cut tunics, close-fitting bodices and unusual neck lines.

Heavy beading, braiding and wool embroidery rank first by way of adornment, though many of the simpler models boast but a few pearl buttons and carefully bound buttonholes for trimming. And as to color—there are navy blues, blacks and sands in profusion. The lighter frocks incline to pale biscuit, grey, rose, apricot and mauve, while the elaborate afternoon gowns include framboise, peacock and sapphire blue, mulberry and green.

Being a special purchase, they are specially priced at 10.30 a.m. today, at... 57.50
—Third Floor, James Street.

The Shopping Service Will Help You With Your Last-Minute Buying

If you find there is something you need before the holiday, and you're unable to come to the Store to select it, telephone this morning to the SHOPPING SERVICE (Adelaide 3474) and ask to speak to a SHOPPER. She will choose and buy for you as carefully as you would yourself. Telephone orders received until 11.30 this morning will be delivered in the city the same day.

Spring Hats for Little Tots of 2 to 6

Pokes, Mushrooms, Sailors, All Quaint and Cunning With Bows and Flowers and Frills, Smart Headwear for All Kinds of Frocks and Coats

HAVE YOU SETTLED yet that all-important question of your small daughter's Easter bonnet? If not, then assuredly 'tis time you paid a visit to the department devoted to the needs of young people from their earliest infancy to the advanced age of six years.



Here you will find a bewitching array of wee poke bonnets, drooping mushroom hats and perky little sailors—bound to set off any small maiden's charm, be she of the fluffy feminine type, or the straight-haired tailor-made! They are fashioned, these dear wee hats, from soft "silk" straw braid, fine tagel and Milan straws, combined with satin, Georgette crepe and silk poplin. Some have bands of shirred satin round the crown, with quaint little French posies. Others have long bows and streamers of satin or velvet ribbon.

One little hat of fine brown Milan has a narrow, rolling brim, edged with natural color straw, its sole trimming being a beautifully-made flower of soft rose, jade, green and brown, with a brown ribbon round the crown. Price... 7.50

There are quaint little Scotch-looking tams of straw braid, with coquettish straw pom-poms on one side, and, of course, for the very small son or daughter there are all manner of little caps and bonnets of silk poplin or satin, with trimming of satin ribbon, wee posies and sometimes fine lace. In price they are most varied, the bonnets ranging from \$1.50; the hats from \$2.25 to \$10.00.
—Infants' Wear Department, Third Floor, Queen Street.

Women's Imported Skirts, Today, Reduced to \$6.95

THE MATERIALS will charm you. They are excellent in quality, fancy stripe and plaid taffetas and messalines, striped and plaid velours and silk-faced poplins, and there is a splendid variety of pretty styles for street dress or sports wear, every single one being new and modish.

Colors include green and navy, green and red, navy, and gold and green, American Beauty, plum and green, navy and Copen., green and navy, tan, grey, green and bronze, tan and green, tan and helio, white with tan, green or Copen. Sizes 23 to 30 waistband. Reg. \$10.00 and \$12.50. Today, 6.95

Women's Petticoats, Half-Price

Mostly imported, though some of our own make are included. The materials are Jersey silk, taffeta, paillette and Jap silks, in a great variety of smart styles. Colors, pink, gold, blue, green, rose, taupe, brown, black, maize, Copen., American Beauty red, champagne, navy, tan and shot effects, brown and blue, navy and black, green and blue, blue and rose. Reg. \$5.00 to \$11.50. Today, half-price, 2.50 to 5.75
—Third Floor, James Street.

These Dainty Ribbons to Smarten Your Lingerie

A Shower of Adorable Little Novelties, Cleverly Fashioned of Pink and Blue Ribbons, to Serve as Finishing Touch to "Undies" and Children's Frocks

A. Baby armlets of narrow satin ribbon on elastic. In pale pink or blue. Price, pair... 50

B. A carriage strap of satin ribbon, shirred on elastic, the flowers being rosettes of satin ribbon. In pale pink or blue. Price... 2.50

C. A hair band, with a row of French roses in pale pink, blue and lavender, interspersed with green leaves and shaded by hand, mounted on wired satin, while a band of pale blue satin, shirred on elastic, encircles the head. Price... 1.75

D. Lingerie rosettes of satin ribbon in pale pink or blue, skillfully crinkled. Priced at, the pair... 1.25

E. A dainty lingerie flower, this, of satin ribbon, with two dangling blossoms. Delicately shaded by hand, in pale pink or blue, on a gilt safety pin. Price... 45

F. Three posies of pale blue or pink satin, with French knot centres and green ribbon leaves. Price but... 50

G. Diminutive bags of sachet. Of satin ribbon, pale blue, pink or lavender, and hand-painted. Price... 3 for 25

H. This little satin pansy is mounted on a satin bow with pin, and shaded by hand. In pink, blue or mauve. Price... 25

J. A row of flat pink roses and two green leaves of satin ribbon, mounted on twisted satin of palest blue, to pin on one's camisole beneath a Georgette blouse. Price... 1.50

K. Two flowers of shirred satin, on buckram, with loops of baby ribbon, hand-shaded, with French knot centres. In pale blue or pink. Price, for the pair... 50

L. A powder puff on a ribbon-wound handle, with tiny pink and blue flowers, with green leaves on its back. Pale pink or blue. Price... 75

M. Three tailored lingerie bows of satin, a French rose centring each. In pale pink or blue. Price, for the three... 35

N. Lingerie clasps, of heavy satin ribbon, clasping with a dome fastener, and with a ribbon flower perched on each. In pale pink or blue. Price, the pair... 50

O. Two springtime bows of blue satin, with a wee pink flower and green leaves in the centre of each, on tiny gilt pins. Price, the pair... 35
—Main Floor, Yonge St.

Dressing Gowns at Reduced Prices

A CLEARANCE OF BROKEN LINES of silk crepe de chine Dressing Gowns, in a splendid variety of styles and colors. One model is made with box-pleated skirt, shirred on to elastic at the waist, with large collar and cuffs of filet lace. Another is made in loose kimono fashion, with scalloped frill of crepe de chine around neck and sleeves. Others are daintily embroidered with heavy silk floss in self colors. Procurable in rose, yellow, sky, Copenhagen blue, pink and heliotrope. Reg. \$12.00 to \$17.50. Today... 8.95
—Third Floor, Yonge Street.

THE T. EATON CO LIMITED