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.

The Collection of Costumes Brought Out From the Paris Openings by Mrs. Belle Armstrong Whitney

And Illustrated in The April Number of "Vogue"

Having Been Procured by Our New York Office
Will be Placed on Sale in the Dress Department on Wednesday at 10.30 a.m., at Prices That Represent Only a Shadow of the Original Amounts

This is Interesting

THE new black bowls for arranging flowers a la Japanese. Use them for purple and yellow iris, daffodils, or narcissus and you have an enchanting decoration for drawing-room or dining-room table. They are $1.25 each and the perforated holders for the blossoms, 85c each. The ordinary glass holder of the same type may be used instead.

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That large sailors are the dominating shape in Jeanne Lanvin's collection of Spring headwear. Her hats are generally combinations of straws silks and crepes.

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That sand color this season is called "pongee."

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That the "Avenue" bag, in shape like a business envelope, is one of the best approved among the new purses for Spring. It has a strap handle and is equipped as per usual with vanity mirror. A particularly nice lot of them are to be had at $2.95.

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That little necklets of rose, violet or blue forget-me-not petals are a dainty novelty enjoying quite a vogue in New York. They are procurable here from 50c to $1.25.

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And fascinatingly, heart-grippingly interesting—Ian Hay's "First Hundred Thousand." Whatever you miss reading do not miss this. It is a story of Scotchmen in the great fight in France—written by one who fought with them. The humor of it is delicious and the sorrow of it is lost in the joy. It can be had in the Book Department. Price $1.25.

The Scribe

Smart Hats for 10 o'Clock Selling, Wednesday at $7.50

THEY are nearly all the big sailor and picture shapes, which are the very last word of fashion and endowed with all the freshness and gayety of the Spring time. They portray some charming new ideas in trimmings, such as the green foliaged cherries, red cherries and other fruits, flat flowers, wheat, quills and ribbons, in most bewitching shades. Special value, $7.50.

—Second Floor, Yonge St.

New York Silk Skirts, Wednesday, Half-price and Less, $9.75

PLAIN, check, plaid and stripe taffeta silk skirts; only two or three in any one style. All the new features—drapes, flares, tunics, pockets, shirring, yokes and bodices are shown. All sizes in the lot. Colors, black, navy and fancy plaids in blues, greens, etc. Cannot promise to fill 'phone or mail orders. Specially reduced to half-price and less, for clearance Wednesday at $9.75.

—Third Floor, Centre.

Have a Few C.D.V. Photos Taken

Pictures, Size 2⅝ x 4¾, on Small Postcard, 4 for 25c, 12 for 60c

The C. D. V. gallery is in connection with the Camera Section on the Main Floor. You ask for a coupon at the Camera Counter—this will bear your name—you step into the gallery, where your photo is taken—almost instantly, by new electric light process. Work is finished in three days. Samples may be seen at Camera Section. 4 C. D. V. photos, 25c; 12 for 60c.

Enlargement, 5 x 8 inches, a heavy brown bevel-edged mount, size 9 x 12 inches, for 35c.

Enlargement, 5 x 8 inches, in frame 9 x 12, of ⅝-inch weathered oak moulding, with glass, for 70c.

Enlargement, 5 x 8 inches, in frame of 1½-inch weathered oak, with glass, 60c.

—Main Floor, James St.

Gowns from Cheruit, Elise Poret, Jerome, Jenny and Maurer. Priced at $49.50 and $59.50.

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Hats from Saget, Maria Guy and Reboux, $12.50 to $25.00.

SIX MONTHS AGO the display and disposal of Mrs. Whitney's Autumn collection of costumes proved a veritable nine days' wonder. The memory of it is still green in the mind of her who revels in the charm of the Paris masterpiece. And now the event is to be repeated. Mrs. Whitney's Spring importation of models from the great Paris modistes and coutouriers, which the current number of "Vogue" deems worthy of devoting three pages to its reviewing, has been secured by our New York office on exceptionally advantageous terms, and will be offered on Wednesday morning in the Dress Department. In the collection are:—

Morning and afternoon gowns in taffeta, faille, navy blue serge and Summery fabrics, such as voile, Georgette crepe and figured chiffon, also general evening and dinner gowns in tulle and taffeta—every model in line and color a joy to the artistic eye. They will be divided into two groups, priced at $49.50 and $59.50—but a fraction of the original cost.

A. Narrow ribbon ruffles of black faille upon a background of white silk voile and black "petits pois" constitute an Elise Poret frock (right). Four broad stripes of pale pink satin ribbon showing through the voile refute any suggestion of sombreness a black taffeta underskirt might give. Silver cords lace the tulle at the neck.

B. A Cheruit frock of dark blue gabardine is made by the black satin ribbon trimming. Ribbon is knotted at the back and falls in two straight weighted ends; the vest is white batiste. The Saget hat is black Milan with cherry faille ribbons and dark dahlias.

C. The taffeta frock photographed in the centre of the page is of "rubis" color, one of the newest shades of red, which takes its name from the ruby, and is embroidered in rubis and purple-blue. The Maria Guy hat of dark gray Milan has no crown, but light gray taffeta ribbons fill the need.

D. Very fine and very blue and white is this blouse of handkerchief linen, with collar, cuffs and ruffles of white linen trimmed with two rows of lattice embroidery; and to emphasize the blueness and the newness of the blouse there is a black cravat.

The Photograph and Sketches above have been reproduced from "Vogue."

Also Blouses, Girdles and a Cloak and Pelerine or two from Paris makers, celebrated for the contriving of such accessories—at fractional prices.

The hats will be displayed alongside the gowns, many of them having been specially chosen by Mrs. Whitney for wear with these frocks. High crowned turbans, wide-brimmed leghorns, chic little sailors and delightful tailored effects make up a bevy of wonderfully clever bits of Spring and Summer headwear, each one marked by that subtle distinctiveness of the French modistes. Prices have been marked at $12.50 to $25.00.

The blouses are exquisite—alluring, filmy, hand-made creations in chiffon, Georgette crepe, organdie and printed muslin. And withal they are distinctly simple and practical—as suggested by the model in the accompanying sketch. They have been priced alike, at $10.00 each.

A sumptuous taffeta wrap in orchid mauve at $35.00, a quaint pelerine at $25.00, and velvet and satin girdles at $5.00 each complete the offering.

—Third Floor, James St.

You Were Inquiring

"Mac"—Scottishness will out, won't it? No frugal mind can comfortably contemplate a discarded Panama without wanting it reblocked. But you will have to let us have your full address if you wish to know the place to have it done. As for the garment that will serve in the dual capacity of raincoat and general wrap, one of the best models for the purpose is in a rainproofed tweed—a grey and brown mixture. It may be had in several qualities, which go on improving in like ratio to the price, which runs from $4.95 to $7.95, $8.50 and $15.00.

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"Just Me"—Khaki note paper is distinctly inexpensive. Inscribed with the flag as you request, it is 25c for a box containing 24 sheets of paper and 24 envelopes.

As far as rules may be trusted, a round, rolling-brimmed sailor should be the hat for you. It is invariably becoming to a small, thin face. Moreover, trimmed smartly with a quill and a bow or cockade of ribbon, it can be had for the small sum of $3.00. A softer, larger hat with an ostrich bandeau would be available at $4.50 or $5.00.

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Anonymous—Sorry to fail you, but the Store has no preparation to suggest for the cure of embonpoint.

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Nesta—With no information as to the sizes of your rooms, and no idea as to the amount of money you purpose expending on their refurnishing, one cannot offer anything but general suggestions, Nesta. For the dining-room with the tan rug and southern outlook, wallpaper of a paler tan, curtains of wood brown silk or tapestry cloth should be good. Secondly, for the drawing-room, one would think that honey-color walls would make a happy background for the green rug and green curtains. Then, of course, you would have to enliven the scene by covering the furniture with a chintz which introduces a touch of rose, yellow, or old blue.

And, thirdly, as for the hall, if it is large, a green and brown softly-blended tapestry paper would be a wise choice. If it is small, a plain buff-color oatmeal or grass cloth would be preferable.

The information respecting plays will have to be hunted up, and published for you later.

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Elizabeth—Considering everything, the white hair, the fifty years, and the need for headgear of light weight, one would recommend a smart, close-fitting turban of black tulle, with just a buckle or cabuchon of jet by way of trimming. Or if you preferred something essentially practical, the same design might be developed in a crin or other soft straw, with a bow or mount of the tulle. The millinery department would make either for you for $6.00.

If the proposed costume is for afternoon use, then by all means the one-piece gown. If for morning and general wear, the skirt and two blouses would doubtless prove more satisfactory, since variety and laundering qualities are always desirable in an every-day costume.

Sapolin black stove enamel would be the preparation to use for your coal oil stove. It is 25c a tin.

The Scribe

A Great Array of Housecleaning Aids

Extension Ladders, in two sections, with rope and pulley: 14-ft., $2.80; 18-ft., $3.60; 22-ft., $4.35; 24-ft., $4.70; 26-ft., $5.05; 28-ft., $5.45; 30-ft., $5.90; 32-ft., $6.25; 34-ft., $7.05; 36-ft., $7.70; 40-ft., $8.55.

Window Cleaners' Ladders, in three sections, light and strong; 16 ft. over all. Price, $4.25.

Fibre Floor Brush, for cleaning up the cellar. Special price, each, 19c.

Household Step-ladders, light and strong:: 4-ft., 55c; 5-ft., 65c; 6-ft., 85c; 7-ft., $1.00.

The Original O'Cedar Triangle Mop, for cleaning, dusting and polishing all varnished floors, linoleum and woodwork; handles are fitted with a metal thread. Price, 75c.

Galvanized Garbage Cans, each, 75c, 95c, $1.10.

Water Motor Washing Machines. Attach the hose to the tap, turn on the water, and the machine washes the clothes. The tub is large and well braced, and has a basket stand and wringing rack attached. Special price, $15.00.

Long-handled Sanitary Bowl Brushes, 22c.

Flat Radiator Brushes, with long handles. Price, 25c.

Stove Brushes, 15c, 20c, 22c.

Bannister or Stair Brushes, each, 25c, 28c, 30c.

—Third Floor, Yonge St.

Your Gratitude to Fashion Will Surely Know No Bounds When You See Her Spring Offering of Fine Embroideries

Edgings and Insertions in Small, Dainty Eyelet and Floral Effects Like the Finest of Hand Needlework—Flouncings Inset With Net and Filet Lace—Voile Skirtings Handsomely Embroidered and Everything Narrow and Filmy and Lovely for the Infant's Layette

PERHAPS THE KNOWLEDGE that he alone in Europe is free and able to supply the world with embroidery has put the Swiss maker upon his mettle. Certain it is that his latest designs seem lovelier than ever they have been. They are so delicate, so varied, so different from the patterns of preceding years.

Among the edgings and insertions for lingerie and children's dresses are charming little eyelet and floral designs that look for all the world as though they had been done by hand. These are to be had in Swiss muslin, cambric and nainsook, the edgings from 2 to 12 inches wide and the insertions from 1½ to 3 inches.

In corset-cover flouncings with eyelets for ribbon along the top are beauteous Madeira embroideries.

The daintiest of beadings are to be had in cambric, Swiss and nainsook, in widths to hold ribbons of ¼ to 1½ inches wide.

For infants' dresses are wee, fine edgings and insertions with exquisite bowknot and rosebud designs.

A. Exquisite Batiste Skirting, 44 inches wide, the rose-embroidered motif inset on the net. $4.50 a yard.

B. Beautiful Organdy Flouncing for collars, petticoats or children's frocks, 5 inches wide, 75c a yard; 7 inches, $1.00.

C. Another Organdy Flouncing of more simple pattern—4 inches wide, 40 cents a yard; 5 inches wide, 75 cents.

D. Fine Cambric Edging, in eyelet and floral pattern with scalloped edge. 4 inches, 35c; 6 inches, 45c; 10 inches, 50c. Insertion to match, 1 1-4 inches, 35c; 1 3-4 inches, 40c.

E. Beautifully Fine Voile Flouncing, 17 inches wide, $2.25 a yard.

F. Fine Nainsook Edging, 6 inches wide, 35c a yard; with insertion to match, 1 1-3 inches wide, 30c a yard.

G. Swiss Muslin Edging, 3 1-2 inches, 18c a yard; 5 inches, 25c; 8 inches, 35c. Insertion, 1 1-2 inches, 20c; 1 3-4 inches, 25c.

H. Beautiful Voile Flouncing, inset with scallops of filet lace. 17 inches wide, $3.00 a yard.

I. Swiss Muslin Edging, 4 in., 18c; 7 in., 30c; 10 in., 45c. Insertion; 1 1-4 in., 15c; 1 3-4 in., 25c.

—Main Floor, Centre.

Flouncings for petticoats and children's dresses offer a fascinating choice of hemstitched and scalloped edges with dot and flower patterns, these being chiefly in fine Swiss lawn and muslin.

All-overs for yokes, guimpes, blouses are featured in wonderfully attractive selection in muslin, organdy and nainsook.

While for the skirtings, in voile and in French mull, words cannot be found to picture their filmy, lacey beauty, which is infinite, too, in its variety.

THE T. EATON Co. LIMITED