

EATON'S DAILY STORE NEWS

We prepay shipping charges on all orders of \$10.00 or over, whether city or mail orders, to your nearest station in Ontario and Eastern Provinces. A 10% Mail Order and City Purchase.

Store Opens at 9:30 a.m. and Closes at 6 p.m.



Introducing Some of the New Features of the Indispensable Middy

Which, Having Taken on More Varied Forms Than Ever, Is Regarded by Fashion as Her Latest Treasure Trove

THE PLAIN, PRACTICAL regulation Middy Blouse, like the brook, goes on forever, but starting with its simple lines as a base, Fashion has made hitherto undreamed of discoveries as to its possibilities. And these new developments, while losing not a whit in practicality, are endowed with a quaintness and grace that are most attractive and fit them for wearing on dozens of occasions where the plain middy would be out of place.

Some of them are plainly adaptations of the old-time peasant smock and these are most picturesque, whether in cotton for gardening or country wear or in silk for wearing with the smart, new sports skirts.

A very glorified form of the Middy is the Russian Blouse, which, in various designs, may be seen in the Middy Section in such materials as striped taffeta, and even in Georgette crepe.

In the new coat form which is so very popular are smart effective belted Middies of heavy Habutai silk, fastening with enormous flat pearl buttons, the buttonholes bound with a color to match the deep square collar. Price, \$8.50. And on the same order are Jersey Silk Middies for which there is a decided vogue. These are obtainable in the most delightful shades in a heavy striped silk with big square collar and sash, at \$15.00, and in plain silk with white collar, cuffs and pocket, at \$9.00.

The prominence of stripes is very apparent, not only in the less expensive silks, but also in cottons, a very smart striped Repp Middy being available at \$1.50. Other noteworthy features are the new collars—square and very deep or rounded and cape-like, or even in kerchief style, also the charming colors, for reseda green, rose, yellow, and blue are very much to the fore not only for trimmings, but for whole middies.

Below Are Described the Middies Which Appear in the Illustration:

1.—Well cut, useful little long sleeved middy for small girls. Made of strong white jean in plain style with big white sailor collar. It has neatly buttoned cuffs and knotted silk tie, this last in red, Copenhagen, green, sky, navy or black. Sizes 5 to 14. Price, 75c.

2.—Smart serviceable middy of white jean in a style that is very popular with small maidens. It is procurable in all white, or with sailor collar and cuffs of red, Copenhagen or navy, trimmed with white stitched bands, and pipings at the top of the pocket and band bottom to match, and the front lacing is white. Sizes 5 to 14. Price, 85c.

3.—Soft, white washing silk middy of simple design, but distinguished by a large collar of unusual shape—pointed at the back and a tubular cuff to match the collar. Sizes 5 to 14. Price, \$1.95.

4.—Made in the new double-breasted coat style, a very distinctive looking middy of white American jean. The wide detachable collar, which has a deep round back, is faced with Holland blue, reseda green, pink, or rose lilac to match. The deep cuffs, belt and band at the top of the shield and the buttonholes and stitching in the cut pearl buttons repeat the same color note. Sizes 16 years to 42 bust. Price, \$1.95.

5.—Useful regulation middy of white jean, with square sailor collar trimmed with white braid, as are also the cuffs on the three-quarter sleeves. Procurable in all white, or with Copenhagen, navy or red, trimmed with white braid, as are also the cuffs on the three-quarter sleeves. Sizes 16 years to 42 bust. Price, \$1.95.

6.—In the famous Paul Jones brand, this middy is in strictly regulation style, made of a heavy white linen with large square sailor collar in white, rose, navy, Cadet or red, edged with three rows of stitched braid, embroidered with colored silk stars in the corners. Braid, too, trims the cuffs and pocket and an embroidered silk anchor the right sleeve. It laces at the sides as well as in front and is beautifully finished in every detail, to which is due that "set" that is so smart. Sizes 16 to 22 years. Price, \$1.95.

7.—Very like a Norfolk coat and extremely useful is this Admiral Brand Middy of a heavy cotton gabardine. The box pleats end at the shoulders, the back being pleated in a narrow panel beneath the belt. The rolling collar makes a pretty square line at the back and the cuffs also are smartly turned back. In white only. Sizes 16 years to 42 bust. Price, \$1.50.

8.—White Jean Middy laced at the sides and front and depending for distinction on the unusual shape of its strapped and braid trimmed collar. This may be had in all white or with red, navy or Copenhagen collars, the cuffs matching in each case. Sizes 14 years to 44 bust. Price, \$1.25.

9.—Smart little Middy in white washing silk of excellent quality, the front box-pleated, the back plain, but for the belt and big sailor collar. The front lacing is procurable in various colors—red, white, Copenhagen, navy. Beautifully cut and finished and obtainable in sizes 14 years to 44 bust. Splendid value at \$2.95.

10.—Neat middy of white jean, lacing up the front to the base of a prettily shaped braid trimmed collar which has a sailor back. The collar and cuffs which finish the short sleeves are to be had in white, navy, Copenhagen or red. Sizes 16 years to 42 bust. Special value, 85c.

11.—Exceedingly good value is this white jean middy, long sleeved and perfectly plain with front lacing and colored collar, cuffs and pocket (Copenhagen, navy or red), trimmed with stitched bands of white. Sizes 6 to 14 years to 44 bust. Special price, 75c.

—Third Floor, Yonge St.

Some of the Friday Bargains

Millinery

Smartly Tailored Ready-to-Wear Hats at \$4.25

Each hat is well tailored, simple, but of late vogue. Included are large, small and medium sailors, tricorne, matrons' and close-fitting turbans. The materials are Milan, tassel straw and straw braids, trimmings of fruits, flowers, foliage and ribbon arrangements. Friday, \$4.25.

Attractive Dress Hats—On Sale at 10 o'clock, \$6.50

Many smart shapes in straw and silk and straw combinations. All are distinctive in design, close fitting, new and fresh and include the very popular sailors as well as other smart hats, all trimmed effectively. There are only 50 in the collection. On sale at 10 o'clock, Friday, \$6.50.

Misses' Dress and School Hats, show such pretty new ideas, most delightfully set forth and include sailors in splendid variety as well as quaint new poke shapes and many smart tricorne. The trimmings are simple, but applied with most artistic effects—flowers, ribbons and quills. Friday, \$4.50.

50 only, Children's Dress Hats, charming little mushroom shapes, small sailors and quaint poke bonnet effects. The materials are fancy straw and straw braid, trimmings, ribbon, tiny flowers, fruits and foliage. Friday, \$3.00.

500 Untrimmed Straw Shapes, including the new popular large rolling and small brim sailors as well as quaint tassel. Colors black, navy, rose, grey and white. Friday, \$1.25.

Flowers! Flowers!—Special for Friday—Flowers trails in a splendid assortment of colors, twelve styles from which to choose. Reg. 50c and 65c. Friday, 35c.

—Second Floor, Yonge St.

Misses' Imported Suits, Reg. \$40.00, \$45.00, \$47.50, \$48.50 and \$50.00, Friday, \$35.00

A large collection of Misses' Suits, all the newest creations, showing the latest touches in coats and skirts.

Paris models and copies of Paris models, in gabardine, French serge, wool poplin, checks and novelty materials. Too many styles to give details. Colors, navy, Copenhagen, green, rook, black, and checks. Sizes 32 to 36 bust. Reg. \$40.00, \$45.00, \$47.50, and \$50.00. Friday, \$35.00.

Misses' Taffeta Silk Suits, made in a very stylish model, copied from an imported sample. Coat cut with points to sides and inverted pleat, wide belt, new high collar and silk or collar. Skirt is gathered under belt with two wide tucks. Colors, navy, Copenhagen, black, green, brown, and grey. Sizes 32 to 36 bust. 60 suits only. Sizes 18 to 19 years. Friday, \$20.00.

Misses' New Taffeta Silk Dresses in one of the very newest Spring styles. Bodice with high collar of Georgette crepe. Full flare skirt gathered to bodice under crush girdle of self material. Colors, navy, black, Copenhagen, green, brown, and grey. Sizes 32 to 36 bust. Friday, \$10.00.

Misses' Stylish Spring Coats with belt all the way around, flaring skirts, two patch pockets and convertible collar. Navy, black, and Copenhagen. Sizes 14 to 18 years. Friday, \$4.95.

Misses' Serge Flare Skirts with a patch pocket trimmed with military braid. Colors, navy and black. Sizes 22 to 26 waist, 31 to 38 length. Friday, \$2.25.

—Third Floor, Yonge St.

Nightgowns of White Cotton and Cotton Crepe, in slipover style, with round or V-shaped neck. The round neck has a small yoke of Swiss embroidery and ribbon, the sleeves inset with embroidery to match. Another style has a deep yoke of Swiss embroidery to match. The crepe gowns are lace trimmed. Sizes 34, 36 and 40 inches. Reg. \$1.35 and \$1.50. Friday, 65c.

Undershirts of White Cotton, finished with neat placket and draw tops. The flounces are of Swiss embroidery in open work design. Some have ribbon run heading at the top. Sizes 36 to 42 inches. Reg. \$1.90. Friday, 95c.

Vests of Fine Cotton, 1 1/2 inch thread and mercerized cotton, made with low neck, no or short sleeves, plain or lace yokes. Sizes 36 to 40 inches. Reg. 20c, 35c and 50c. Friday, 10c.

—Third Floor, Queen St.

A Huge Array of Moderately Priced Suits for Misses, All Reflecting Good Style and Modishness

And Featuring Five Specially Good Values

YOU MIGHT WELL BE SURPRISED not only at the quality of the materials, but at the smartness of the designs, for every suit is a skilful adaptation of some form of the mode and the secret of their good value is this—All are made in Canada, where all-wool English materials are bought under exceptional advantages, and all are copies of smart imported models that have been specially designed with a view to their becomingness to youthful figures.

At prices ranging from \$13.75 to \$25.00, there is splendid choice of materials—fine French and men's wear serges, gabardines, poplins and shepherd's checks, in styles too numerous to mention, the five that are illustrated and described serving but to give an idea of the values and assortment.



A.—Neat, practical suit of men's wear serge, the bloused coat having a belt with button trimmed tabs at the back. The skirt is gathered at the back to a narrow yoke-belt. Colors, navy and black. Sizes 32 to 36 bust. Price, \$13.75.

B.—Smart little suit, obtainable in junior misses' sizes. The material is a French serge of surprisingly good quality. Rows of the modish corded silk stitching ornament collar, cuffs and belt and the coat has just fullness enough to give plenty of spring over the hips. The full skirt is gathered into a belt at the back. Colors, navy and black only. Sizes 13 to 19 years. Price, \$15.00.

C.—Of soft all-wool serge, this suit with pleated basque below a side belt that meets the panels back and front. The narrow, prettily shaped cuffs are trimmed with buttons to match the belt and the over-collar is of a harmonizing silk. The skirt is very pretty, gathered at the back with frilled heading above a narrow strap and has two buttoned slash pockets in front. Colors, navy, Copenhagen, and black. Sizes 32 to 36 bust. Price, \$15.00.

D.—Very becoming suit of gabardine, the coat made with usque pleated all round, beneath a belt with narrow box pleat in the centre. Fastening at the side with three curious tabs. The over-collar of silk is embroidered with metallic thread in the corners and the skirt is plain and gathered at the back beneath a belt. Colors, navy, Copenhagen and black. Sizes 32 to 36. Price, \$18.50.

E.—Rather an unusual effect is given to this suit of gabardine by the wide taffeta bound folds which run over the shoulders back and front in Gibson pleat effect and by the pretty, buckled belt. The cuffs also are edged with taffeta and the convertible collar has an over-collar of white taffeta. The skirt is shirred at the back beneath a narrow strap with frilled heading and is buttoned to a considerable depth over the hips. Colors, navy, Holland blue, rook, and black. Price, \$22.50.

Corduroy Skirts for Women, \$1.89

Smart, well cut skirts of washable corduroy in practical belted effects, with or without pockets. They are of ample width and can be had in brown, navy, green, rose, and white. Sizes 23 to 29 waist measure. Reg. \$3.95 and \$4.95. Friday, \$1.89.

Silk Sweater Coats, \$6.95

An opportunity to get a handsome Sweater Coat for Spring wear. They are of fine quality fibre silk in plain weave with "V" shaped neck, belt across the back and two pockets. Obtainable in rose, Copenhagen, purple, and Alice blue. Sizes 36 to 42. Reg. \$15.00. Friday, \$6.95.

—Third Floor, Centre.

T. EATON CO.