

EATON'S DAILY STORE NEWS

STORE REMAINS CLOSED ALL DAY GOOD FRIDAY

These featured Saturday from attractive selections of Easter Apparel. Come in the morning if possible

There is Variety in Women's Smart Suits at \$15.00

A pleasant surprise will the array of \$15.00 suits prove to those who have not yet inspected it. That we may offer suits at this low figure is only made possible because of forethought in the purchase of materials months ago. They are made of a good quality serge, in navy, black, brown, Copen., tan and gold; cut in tailored and pleated styles, some having fancy stitchings and buttons, with overcollars for trimmings, the coats being well lined with sateen. The size range, too, is splendid, from 32 to 44 bust. The price, \$15.00.



Individuality and Good Style Characterize Our Suits at \$25

We have specialized to quite an extent on suits at the popular figure of \$25.00, and the result you will find most satisfactory. There is a seemingly endless number of designs also at this figure, and they are all beautifully tailored and finished, the linings of satin or flowered silks, the trimmings smart and distinctive as possible. Included in materials are gabardines, poplins, serges, fancy mixtures, tweeds and the very popular taffeta suit. Navy and black are prominent, as well as the brighter shades for Spring. Sizes 32 to 44 bust. Price, \$25.00.

—Third Floor, James St.

Collars and Veils in Charming Array for Milady's Choice

The Collar and Veil sections are replete with many smart and dainty affairs to lend charm to one's Easter outfit. We mention but a few items:

Georgette Crepe Collars, in many desirable shapes and colors, hemstitched-hems, picot edges, Val. or fllet lace trimmings, small drop ornaments and double collar effects. Priced, \$1.00, \$1.25, \$1.50 to \$2.00.

Dainty Swiss Organdy Collars, in square shape or roll coat collar, also shawl collar in very pretty and effective patterns. Special, each, 25c.

Fluffy Ostrich Ruffs, in black, white, white and black, and black and white. Price, each, \$3.00, \$4.00, \$5.00, \$6.00 and \$8.00.

Smart Easter Veils to Adorn the Easter Chapeau

Pretty and fine hexagon and diamond mesh Veiling, with thread-run and floral design borders. Yard, 35c, 50c and 60c.

Fine meshes with dainty shadow designs and chenille dots. Yard, 25c, 35c and 50c.

Scroll design in fine meshes. Yard, 65c and 75c.

Plain Veiling, in hexagonal and diamond meshes. Yard, 35c, 50c and 60c.

Nose Veiling, dainty and fine, with pretty thread-run borders. Yard, 35c, 50c and 60c.



—Main Floor, Centre.

Easter Apparel for Little Folks

Black and White Shepherd's Check Coats, with flare back, collar and cuffs of Copen. or rose silk poplin, lapels of white serge, trimmed with three rows of stitching and two box-pleats down front. The all-round belt is finished with large buckle. Sizes 2 to 6 years. Price, \$5.95.

Imported Coats made of black and white shepherd's check, lapels of Copen. or rose poplin and narrow belt to form Empire style; trimmed with large buttons. Sizes 2 to 6 years. Price, \$7.50.



Navy Blue Serge Reefer Coats, are double-breasted and made in mammoth style. They have brass or bone buttons and are suitable for either boys or girls. Sizes 1 1/2 to 4 years. Price, \$7.25.

Attractive Showing of Millinery for the Wee Tots up to 6 Years

There are many attractive styles, and for the wee boy or girl whose mother is thinking of a new bonnet or hat for his or her Easter or Spring outfit there are many styles from which to choose.

Brocaded, Mercerized Silk Caps may be had with satin ties. Sizes 12 to 16. Price, 25c.

Corded Silk Cap, with dainty embroidered apron, is trimmed with silk cord and has wide mercerized silk ties. Sizes 13 to 16. Price, 50c.

Corded Silk Cap, having rever embroidered, is silk-lined and trimmed with Val. lace around face. Sizes 13 to 16. Price, \$1.10.

Jack Tar Tams, the popular headgear for these days of soldiers and sailors, have black band of corded silk and are nicely lined. Sizes 6 to 6 1/2. Price, \$1.00.

White Straw Hats, trimmed with satin ribbon; in three styles, at \$1.25. Numerous other styles at \$1.50, \$1.75, \$2.00 and upwards.

—Infants' Wear Dept., Third Floor, Queen St.

Ribbon Hat Bands Quite Ready to Trim the Hat

Some are finished with tailored bow, others have disc or wheel trimmings, in black, black and white, fancy and military striped ribbons. Prices for band complete, 33c to \$1.25.

Pretty Hair Bows for Easter Wear

7-inch Taffeta Ribbon, of extra firm quality, in white, sky, Saxe, navy, pink, geranium, red, and old rose. A splendid hair bow ribbon. Yard, 50c. —Main Floor, Yonge St.

Many Charming Designs in Women's Silk Frocks for Easter

A pretty frock of messaline silk, which may be had in black, navy, Copen., is made with a white Georgette crepe collar; the bodice is a simulated coat effect, with belt commencing on either side of panel back and front; small embroidered tie, and button-trimmed cuffs. Price, \$13.50.

A crepe de Chine frock has gracefully pleated skirt under wide self belt; the bodice has panel front, trimmed with self buttons, and a large collar of Georgette crepe edged with lace; in navy, Copen., grey and black. Price, \$16.50.



Charming Frocks of Silk in a 2.30 Special, \$12.50

They are in taffeta with Georgette, poplin and satins. One beautiful frock of taffeta has a deep back collar of Georgette elaborately embroidered in silk, and Georgette sleeves to match, a sash girdle and deep, tunic skirt. Another style has a yoke skirt with gathered heading, embroidered belt and the bodice with a large satin collar; there are many others in straight line and fancy effects; in black, navy, Holland, green and rose. 2.30 p.m. Saturday, \$12.50. —Third Floor, James St.

Crepe de Chine and Georgette Crepe Blouses, Saturday, \$5.95

Smart Blouses to wear with the new Easter suit, in such a splendid variety of pretty styles, and all greatly price reduced for an early clearance. Georgette Blouses are embroidered in lovely Oriental effects and colorings, have long sleeves and sailor collars. Others in many styles, some have deep collar and jabot edged with fllet lace, embroidered in silk, in green or gold; others have shawl collar and front faced with coral. Others with fichu fronts and fancy collars, have hemstitched bands of white Georgette. The colors include rose, flesh, coral, grey, tan, peach or ivory. Saturday, the reduced price is \$5.95.

White Wash Blouses, in an array of some twenty new styles, priced at \$1.00. They are made of voile or organdy, many have fine embroidery fronts in floral effects, with collars which may be worn high or low; others have the large collars in cape effect or sailor, and combine fine tucks and Val. edgings; others still are in semi-tailored style of corded and self stripe voile, with pretty Swiss organdy collars. Sizes 34 to 46. Price, \$1.00. —Third Floor, Centre.

Gloves! Gloves! Gloves! The Universal Easter Need

Gloves for gifts, gloves for personal use—gloves for men, gloves for women, gloves for children—they're all here in immense variety. Whatever your needs in gloves, come Saturday and you're almost sure of getting just what you want.

Gloves for Women

Women's Washable Doeskin Gloves, made with one dome fastener and heavy black silk embroidered backs. White only. Sizes 5 1/2 to 7. Price, per pair, \$1.75.

Women's White Mocha Gloves, made with one dome fastener and two-tone silk embroidered backs. Sizes 5 1/2 to 7. Price, per pair, \$2.25.

Women's Tan Capeskin Gloves, "English make," made with two dome fasteners and Paris points. Sizes 5 1/2 to 7. Price, per pair, \$2.00.

Women's French Kid Gloves, having two dome fasteners, gusset fingers, pique sewn seams, corded points, in shades of tan, brown, navy, grey, green, champagne, mode, black and white. Price, per pair, \$2.50.

At our Fabric Glove Counter you will find a large variety of silk, chamoisette or lisle gloves to select from for Easter wear. They are all in new Spring shades and styles.

Silk Gloves, plain and fancy. Per pair, 65c, 75c, \$1.00, \$1.25, \$1.50 and \$1.75.

Chamoisette Gloves. Per pair, 95c, \$1.25 and \$1.50.

Lisle Gloves. Per pair, 69c, 75c, 85c and \$1.00.

Gloves for Men

French Make Suede Gloves, made with one dome fastener, pique sewn seams, gusset fingers, Bolton thumb, black silk embroidered backs. In assorted tan shades. Sizes 7 to 8 1/2. Price, per pair, \$2.00.

Washable Sheepskin Chamoisette Gloves, "English make," with black stitched backs. In natural shade only. Sizes 7 1/2 to 8 1/2. Price, per pair, \$2.50.

French Kid, a fine glove, made to fasten with two dome fasteners. In assorted tan shades. Sizes 7 to 9. Price, per pair, \$1.75.

Men's "French Make" Washable Chamoisette Gloves, in natural and bique, one dome. Sizes 7 to 8 1/2. Price, per pair, \$1.50.

Men's Washable Capeskin Gloves, with one dome fastener and heavy two-tone embroidered back. In shades of tan and canary. Sizes 6 1/2 to 9 1/2. Price, per pair, \$2.00.

French Suede Gloves, in assorted grey shades. Made with one dome fastener. Sizes 7 to 10. Price, per pair, \$2.50.

Tan Capeskin Gloves, one dome fastener. Sizes 7 to 9. Price, per pair, \$2.00.

—Main Floor, Yonge St.

Easter Attractions in the Millinery Department

Distinctive and Smart Are Ready-to-wear Hats Specially Priced Saturday at \$5.00.



CHARMING Hats for Easter and Spring wear are these specially made for Saturday's selling. Added to those which we have made are imported hats which are of good style and material. There's a regular riot of color in the collection, including gold and rose, apple-green, navy, grey and black, variously trimmed with bright shades. The popular and smart chin-chin shape is included, with sailors and mushrooms, turbans and tricorne, and attractive shapes for matrons' wear. The straws include lisere, milan, tagel and braid straws, combined with Georgette crepe, some are faced under brim with Georgette, others have insets of that attractive material. Ribbons and fruit are used lavishly to adorn them, while flowers and pretty mounts also have their place. Altogether it is a splendid collection, including 200 hats, and specially priced Saturday at \$5.00.

Children's School and Dress Hats at \$3.50

A host of pretty shapes, quaint tams, poke and mushroom effects, with trimmings of tiny flowers, fruits and ribbons. Special, \$3.50.

Untrimmed Tagel-Milan Straw Shapes at \$1.75

A special purchase of attractive shapes of many kinds, including tricorne, turbans, fancy shapes, sailors, mushrooms and matrons' hats, in navy, black, rose, green, grey, brass, purple, citron, cherry red and sand. Special, \$1.75.

Ornaments, Flowers, Wings, Quills, Fancy Stick-up and Ostrich Mounts, in big variety. Prices range from 25c to \$1.00.

Ostrich Feather Ruffs, good quality ostrich, long fibre. Colors all black, all white, navy and white in combination with black, grey, purple, chartreuse and natural. Priced at \$2.50 and \$5.00.

Misses' Dress and Tailored Hats at \$5.25

Comprise large, small and medium sailors, tricorne, poke and chin-chin effects, the trimmings simple but very effective, and the colors being in those new shades so becoming to girlish faces. Special, \$5.25.

Attractive Dress Hats Priced at \$8.50

Large and small hats and quality shaped turbans are included in this offering. The materials comprise lisere, tagel, milan and straw, combined with crepe de Chine. Trimmings of ornaments, flowers, wings, fruits and ribbons. Special value, \$8.50.

Untrimmed Straw Shapes of tagel, lisere and tagel, and lisere combinations. Special, \$2.50. —Second Floor, Yonge St.

Suits for Misses, Moderately Priced, \$15.00 to \$20.00

A pretty model, priced so moderately as \$15.00, is of a fine quality wool poplin, gathered under belt across back and sides, two patch pockets, with fancy points and delicate stitching, adorn the front, and the overcollar is of silk poplin stitched in black. The coat is lined with twill serge. The skirt is made plainly, with belt commencing on either side and across in back. In colors brown, green, navy and black. Sizes 14 to 20 years. Price, \$15.00.

Another nice model, which is made of serge in Copen., brown, green, navy or black, has coat with loose and small box pleats from a yoke all around, and narrow belt, the base of coat with four rows of saddle stitching. The skirt is made with a stitched-down yoke all around and two loose flaps, one on either hip. Price, \$16.75.

A smart model which may be had in fine poplin or gabardine has groups of box pleats on either side of front and down centre back, with deep yoke; the collar is convertible and stitched with silk in pretty colors. It is lined throughout with satin. The skirt is plainly made, with gathered and belted back. Sizes 14 to 20 years. Obtainable in apple green, gold, Copen., navy, Russian green and black. Price, \$20.00.

Pretty Taffeta Shirts, \$7.50

A beautiful quality taffeta in a pretty style, made with one-inch box pleats all around and separate belt. Colors navy, grey and black. Sizes 22 to 25 waist, 31 to 33 length. Price, \$7.50.

Smart Coats For Wearing Easter Sunday

Smart Coats, made from "Jerline" and cheviete, in colors of rose, apple green and gold. The style is of the sports variety, with two narrow belts all around, fancy straps at sides and slash pockets. Sizes 14 to 20 years. Price, \$12.50.

—Third Floor, Yonge St.



THE T. EATON CO. LIMITED