

At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 8.20, 9, 10 a.m., and 1, 4 and 4.40 p.m.

EATON'S DAILY STORE NEWS

THE STORE'S CONVENIENCES.
The Waiting and Rest Room, Third Floor. The Information Bureau and Post Office, Main Floor. The Free Parcelling and Checking Desk, in the Basement.



The Formal Presentation of Spring Modes Continues Today, the Second Day, and Throughout the Week

In all the Departments devoted to the Display of

Women's, Misses' and Children's Indoor and Outdoor Apparel

There you may see all that is smart and new in styles, colors, and materials as portrayed in a splendid assemblage of models by some of the foremost designers of Paris and New York.

A Delightful Simplicity and a Straight, Slender Silhouette Being the Dominant Notes of the New Mode.

Such Being Charmingly Depicted in the

Parade of Mannequins which takes place daily from 10 to 11.30 a.m.



Women's Suits That Reach the Very Apex of Chic and Charm

Among them being models and copies of models by such world-renowned couturiers as Chanel, Jenny Paquin, Cheruit, Georgette, Agnes, Premet, Jeanne Lanvin, Beer, Frances Rolf. The triumph of simplicity is apparent for the suits are plainer than they have been for many a day, though without a hint of the severity which was formerly associated with the plain tailored suit.

The straight slender silhouette, the chief characteristic of the new modes, gives a very youthful look, and is often accentuated by rows of trimming or narrow panels beneath the arms.

Suits are narrow—about 2 yards the average width—are sometimes yoked or gathered at the back in the plainer models, and are often distinguished by long overskirts in the more elaborate.

Coats are belted more often than not, with basques of uneven length, one of the noteworthy features being that quite a large allowance of the somewhat scanty trimming is placed at the back.

The re-appearance of the vestee is one of the most marked innovations; sleeves are close-fitting—ofttimes slashed at the wrist—and collars are smaller and neater, the notched collars and the tapering shawl collar being of most frequent occurrence, while the high collar makes an occasional appearance.

One of the sensations of the season is the 'Eton coat, while the pony coat (a short box coat) and the slip-over-the-head jumper style may also be seen.

In materials there is immense diversity, jerseys, tricelines, silver-tone, durtone (a cashmere finished diagonal twill), Poirot twill, homespun, tweeds and covert cloth, being the most popular woolen fabrics, with, of course, the ever-popular serge, while bird's-eye cloth (a kind of basket weave) is one of the novelties. Silks are very prevalent and include tricolette (a new silk jersey), Roshannah crepes, silk jerseys, khaki kool, taffeta, and in suits destined for later wear, charmeuse and crepe de chine in lovely pastel shades.

Navy blue—the incomparable—holds first place among the colors, while there's an infinity of choice in the soft tan, ash and castor shades—a new Santiago brown (like a dark beaver), cantaloupe and seagull grey, Monaco blue, spruce, peacock, framboise (raspberry), redwood and hortensia (purple) are very much to the fore in sports suits and occasionally in models for street wear. Prices range from \$45.00 to \$300.00.

Special mention must be made of the splendid array of cleverly designed suits for stout women.

—Third Floor, James Street.

A Magnificent Array of Separate Coats, Today

Including many French and New York models and exploiting with all the authenticity of famous designers the narrower lines, tighter sleeves, and smaller collars that characterize the newer wraps. The separate coat looms larger than ever on the fashionable horizon, and verily it is so distinct with grace and charm, so practical withal, that its importance is readily accounted for. Gone are all the flare and fussiness of last year, and their place is taken by the coats of trim appearance, full as to skirt, but with straight fission lines. These fall naturally into two categories:

(1) The Strictly Tailored Coat with notched collar, cut upon mannish lines, sometimes loose, and sometimes belted in military style.

(2) The Belted Coat with collar that buttons to the neck, sometimes large and sometimes small, or with tapering shawl collar.

That there is immense variety, the coats displayed throughout the Women's Coat Department will show—a variety that is attained by the

shape of the belts and collars, the introduction of pleats, sleeves that—tighter than of yore—are slashed or finished with small cuffs—by the use of side panels, of buttons and braid and by the position of the pockets which are frequently slashed.

Materials are soft and supple, silver-tone, velours, turtone (a cashmere finished, very fine tricotine), vying for popularity with tricotine, gabardine, poplin and covert cloth, while tweeds,

bird's-eye (a basket weave) homespun and Irish frieze make another group. Tricolette (a heavy silk jersey) and Roshannah crepe, a heavy silk with a crepe surface, are also to be noted.

The colors ring the changes on navy and Monaco blues, and on the soft castor and grey shades, these being variously known as cendrillon (brownish ash), chinchilla lapin, kangaroo, sea-gull grey, spruce and a dull cactus green are also to be met with. Prices range from \$35.00 to \$200.00

Modish Designs and Excellent Value in Women's Coats at \$35.00

A most interesting array of Smart Coats for women has been gathered together to be displayed at this moderate figure. Included are coats of tricotine, gabardine, fine serge, poplin, and velours, a pleasing feature of them being the charming combinations of shades popular this season, navy with grey or sand, sand with blues of varied hues, and other combinations. There's a great style diversity, some showing finely tucked back simulating the pinch-back, others box pleated or tucks, some gathered and shirred to waistline, the skirt flares gracefully, and they are cut on the slim lines preferred this season. Various new effects are given by belts and the placing of pockets, and collars frequently show the new tuxedo and shawl styles. Some are lined throughout, while others are half-lined. Colors include navy, grey, sand, Holland and black. Sizes 34 to 44. Price \$35.00

—Third Floor, James Street.

Georgette Crepe, Crepe de Chine and Habutai Silk Blouses Priced for Clearance Today at \$3.95

Pretty blouses, which have been gathered together from various odd lines and marked at a very low price to assure clearance are these marked at \$3.95. The materials are fine quality Georgette crepe, crepe de chine and Habutai silk, made in a great diversity of styles, including some with box pleats, others hemstitched and having smart low collars of various shapes, others with finer tuckings. Colors include flesh, rose pink and ivory. Sizes 34 to 44 in the collection. Special, Today at 3.95

An alluring array of Georgette crepe and crepe de chine blouses may be seen at \$7.50. In this line also there are many smart and individual styles. Those of crepe de chine are of splendidly heavy quality with low or convertible collar, open front and are trimmed with bead or silk embroidery. Georgette crepe blouses have smart touches of silk or bead embroidery, also in contrasting shades, have low collars and long sleeves. Sizes 34 to 46. Price 7.50

—Third Floor, Yonge St.

The Second Day of the Formal Showing of Millinery Is Devoted to Hats of the Tailored Type; These Will be Shown in Pleasing Variety in Millinery Department, Second Floor



A Special in Ready-to-Wear Hats at \$6.50

Straw Hats, Ribbon Hats, and Silk-covered Hats, faced or trimmed with straw and showing the very latest mode in the high turbans, cloche shape, and sailors, are featured in all their diversity, and obtainable in the fashionable gay shades as well as the more sombre tones. Opening special 6.50

—Second Floor, Yonge Street.

Spring Bonnets for the Little Tots

They're charming, these wee caps and bonnets of soft corded silk and satin, cosy without being too heavy these early spring days, and, withal, most moderately priced. Of cream corduroy is a little hat with brim caught up in tricorne shape. It is trimmed with a band and fancy cockade of cream grosgrain ribbon. Sizes 1½ to 3 years. Price 3.00

Of corduroy also is a white hat with six-piece shaped crown and with grosgrain ribbon band and plain mushroom brim. Trimmed rosette at one side. Sizes 1½ to 3 years. Price 3.25

A Poke Bonnet of white corded silk with puff crown, and shirring around the face. A soft ribbon bow of cream centred with a pink chiffon rosebud trims each side, and it has satin strings. Sizes 14 to 17. Price 2.00

A Baby's Bonnet of corded silk, embroidered scalloped frill round face and lace edging. It has satin strings and is in sizes 13 to 16. Price .85

Cream Satin Bonnet with lace edging to the round back section and around face, narrow satin ribbon over front and bows at each side. Silk lined. Sizes 13 to 16. Price 1.25

Infants' White Lawn Dresses

Shortening Dresses of fine white lawn, with round yoke of embroidery and insertion. The neck and puff sleeves are edged with lace and the skirt is of embroidery flouncing. Sizes 6 months to 2 years. Today 1.95

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

THE T. EATON CO. LIMITED