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EATON'S DAILY STORE NEWS

THE STORE'S CONVENIENCES
The Waiting and Rest Room, Third Floor. The Information Bureau and Postoffice, Main Floor. The Free Parceling and Check Desk, in the Basement.

Dainty Things of Dress That Loom Large at the Eastertide

Telephone Main 3501

When you want to procure something advertised on this page, or any other merchandise you may require, and are not able to come to the Store to select it personally. This is the number of the direct telephone to the Shopping Service, which places at your disposal experienced shoppers well versed in the vast resources of the Store, and capable of carrying out your wishes to your exact satisfaction.



\$1.50

The Easter Veil is Proverbial as the Easter Egg

AND THIS SEASON THE TRULY FASHIONABLE VEIL BEING ONE IN WHICH THE PATTERN RESTS NOT UPON THE CHIN OR CHEEK, BUT UP AGAINST THE BRIM OF THE HAT, THE VEIL DEPARTMENT OFFERS YOU A LAVISH CHOICE OF FINE AND HEAVY MESHES DECORATED THUS—EXQUISITE PRODUCTIONS FROM NEW YORK AND PARIS MAKERS.

A. Here's a charming example of this new vogue in veils—a beautifully fine black hexagon mesh, with an Oriental pearl-like motif embroidered in the centre at the top with silver thread and soft-colored silks. It's a Paris veil—the very essence of good style, and moderately priced at \$1.50.

B. No need to deplore the severity of your new hat with a veil like this to draw up over the brim and crown. The mesh is a large hexagon, and the lace-like tracery is done in ecru silk. This, too, is from Paris. Priced, \$2.00.



B

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces on both Mail Orders and City Purchases.

Neckwear That's Lovely as Spring Flowers in its Coloring

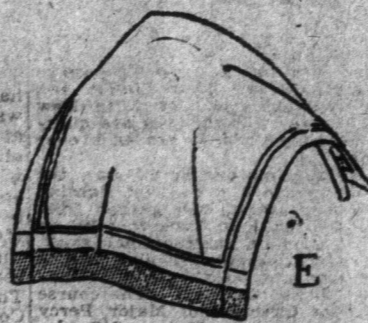
FASHIONED OF FILMY GEORGETTE, WHICH IS SOMETIMES WHITE, BUT OFTEN YELLOWS, DAFFODIL YELLOW, ROSE PINK, OR ROSE PINK—ACCORDING TO THE DICTATES OF PRESENT MODE.



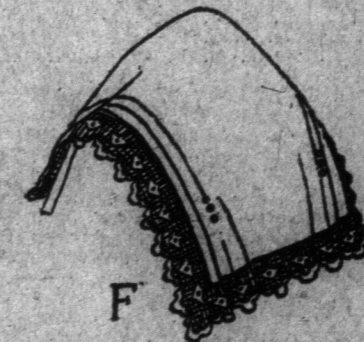
\$2.00

C. Behold the new fish-tail back in this collar of white Georgette crepe, edged with imitation Mechlin lace—a delightfully soft, becoming collar that promises endless usefulness for wear with either dress, blouse or silk suit. Price \$2.00.

D. The collar proper is white, and the border and lapels are daffodil yellow, rose and Copenhagen, the junction of the one with the other being marked by buttonhole stitch in heavy yellow silk. The material is Georgette crepe, and the price \$2.85.



E. A fold of deep rose pink runs across the broad collar back and the two narrow fronts of this extremely smart collar of white Georgette, the chief style of which lies in its strict simplicity. The price thereof is \$1.50.



F. Another all-white collar—a dainty confection in Georgette crepe, bordered with fine lace and decked with tiny white satin buttons—designed for either suit or dress wear. Price \$2.00.

Model Hats Offered at Greatly Reduced Prices

Charming Productions From Such Famous Milliners as Germaine, Louise, Hermance, Julia, and Saget of Paris, and Gage, Cupid, Bendel, Rawak, and Ferie Heller of New York.

FOR QUICK CLEARANCE ON MONDAY THEY WILL BE PLACED IN THREE GROUPS, PRICED, RESPECTIVELY, AT \$9.50, \$14.50 AND \$23.50, IN MANY CASES LESS THAN HALF THE USUAL AMOUNT.

Each hat has the distinction that the name of its Paris or New York maker would lead you to expect, and practically every type of hat known to the mode is represented. There are large picture hats with the sweeping lines of a Gainsborough, there are the very modish mushroom and drooping poke effects, high turbans galore; little flower hats, and the smartest of smart tailored hats.

Most of them were used for display purposes at the Preliminary Showing of Spring Millinery a few weeks ago, hence the great reduction.

For Monday's selling they will be divided into three groups, reduced prices, \$9.50, \$14.50 and \$23.50.

Crepe de Chine Camisoles Modestly Priced at \$1.19

THE tops and armholes are composed of rows of fine lace insertion with ribbon run beading, finished with a lace edging. A wide band of crepe de Chine in white or flesh color forms the centre portion, and the lower part is of lace, with elastic run band at the waist. Sizes 36 to 44. Extra special value, \$1.19.

New and serviceable are Women's Combinations, with fine glove or Italian silk tops and tights of extra fine cotton, in the tight knee style. Sizes 34 to 38, \$1.85; 40 to 42, \$2.00.

Women's Combinations, of fine Hiss thread, in spring needle knit, and trusings style, have low necks, no sleeves and tight knee drawers. Sizes 34 to 38, price \$1.00; 40 to 44, price \$1.25.

—Third Floor, Queen St.

Notable Values and New Patterns in Fine Handkerchiefs

G. The stripes you see on this white crepe are folds of pale blue, pale yellow and pale pink—producing a deliciously dainty bit of pastel coloring. Price \$1.50.

1. Always in demand—the fine Irish linen handkerchief with the hand-embroidered initial. In this one the initial is encircled with a charming little wreath, with a bow-knot at the top. Price \$ for \$1.00.

8 and 9. Two from the alluring selection of 75 cents each: "8" a beautiful Madeira handkerchief, hand-embroidered on fine linen, with characteristic scalloping and eyelet work; and "9" a charming presentation of delicately hand-embroidered butterflies and daisies on sheer, filmy linen.

12. A beautiful Madeira linen handkerchief, embroidered all round with delicate vine border, the four corners showing a picturesque basket motif. The edges are scalloped in the fashion typical of this style of needlework. Price \$1.50.

French Chantilly Laces, Half-price, 63c to \$1.50

THESE Exquisitely Designed Chantilly Laces of machine manufacture may be had in white, cream and black. Half price Monday: 9-inch width, yard, 63c; 14-inch width, yard, 88c; 18-inch width, yard, \$1.13; 22-inch width, yard, \$1.50.

—Main Floor, Centre.



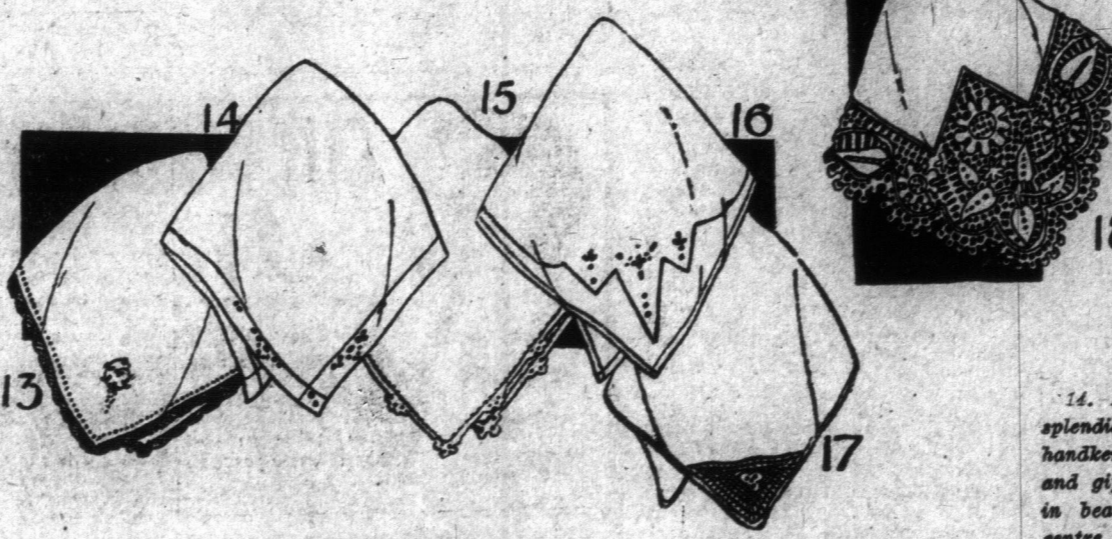
35 cents each.

2. This is pure Irish linen, too, the tiny spray of shamrock that lies beside the initial being embroidered by hand. Price \$ for 50 cents.

3, 4 and 5. Three from the multitude of attractive designs in fine sheer linen handkerchiefs at 55 cents each—"3" bordered with a hand-crocheted edge; "4" hand-embroidered in pale blue and white, and "5," hand-embroidered in a shadowy butterfly and eyelet design.

13 to 17 (Below). A group of designs from the immense selection of handkerchiefs featured at 55 cents each, every one of them in pure linen of fine, soft weave, some, like "14," with colored borders; some, like "16," embroidered in color; some "15," for instance—bordered with a crocheted edge; or, as in "17," boasting an Irish crochet corner, and others, like "13," embroidered in one corner and edged with lace.

25 cents each.



THE T. EATON CO. LIMITED



H

H. Here's an interesting neck-flap, cleverly contrived of deep rose Georgette, with over-collar of white, the points on both pink and white portions being finished off with white satin balls. Hemstitching and fine tucks add further to its nicety of make. Price \$1.50.

6 and 7. Two of the many delightful handkerchiefs at 50 cents each: "6" in beautifully fine sheer linen, with eighth-inch hem, a butterfly and forget-me-nots embroidered by hand in one corner; and "7" a smaller "glove" hanky, scalloped and embroidered in Madeira fashion.

10 and 11. \$ for 50 cents are the handkerchiefs in the group from which these two have been selected—all of them in pure linen, with hemstitched edges, and embroidered corners, some of them showing a touch of color in the embroidery. The variety of designs is immense, and the good value quite unique.

14. And representing the splendid showing of real lace handkerchiefs, for weddings and gift purposes, this one in beautiful Maltese, with centre of fine, sheer linen—priced \$4.00. Others may be had in rose point, Honiton and Carrickmacross.

—Main Floor, Centre.

"Joffine"—Taking for granted that the baby carriage question is the one nearest your heart, let us begin with that. Not all folding go-carts are the vehicles of discomfort you imagine. There is one that would soon reconcile you to the sacrifice of the big wicker 'gram of your dreams. It is finished in grey, with wood sides, heavy springs, reclining back, a good roomy seat that will accommodate large pillow, footwell with apron, 4-bow hood and 10-inch wheels with half-inch tires. It folds up conveniently in the usual manner, and is specially priced at \$10.50.

When it comes to rompers, the kind I think you would like best are those in white cotton poplin, quaintly smocked by way of ornamentation—priced \$1.95 and \$2.50 (the latter representing better quality material). In white mercerized poplin with smocking and baby Irish lace are others at \$2.95. And while there are none in plaid, you may have good models in white cotton repp at \$1.25, in white basket cloth at \$1.50. They button across from knee to knee.

As for the furnishing of the living-room, your start sounds most promising. What could be happier than grey walls in a southwest room? And the golden brown rug can be made to do as well as any other in working out a pleasing scheme. Generally speaking, one would advise you to select your \$100.00 as follows: \$50.00 to a Chesterfield sofa (the without-which-not of a comfortable living-room); \$25.00 to a mahogany table—plain, good and large enough for books, reading lamp, etc.; \$20.00 to brown casement cloth for curtains (judging that it would require about 3 yards for your three windows), and the remaining \$12.00 to two low wicker chairs. What think you? Of course, it is only the foundation of a room, remember. The brown demin' on the sofa should afterwards be changed to chintz or repp, the wicker chairs supplemented by upholstered arm chairs, and bookcases and small tables added to the equipment. But it is better to get a few things slowly, and have them worth while, than everything at once and have them trashy—which is hardly an original theory, is it?

"Sunshine"—The best examples of mustard color silk are found in a crepe de Chine at \$2.50 a yard, 40 inches wide; a khaki-look at \$4.00 a yard, 36 inches wide, and a shot taffeta, \$1.25 a yard, 36 inches wide, the latter having more of a gold tinge, really.

Ottawa.—Ivory walls, green rug and mahogany furniture—it sounds an ideal setting for a certain delicious little taffeta-like chintz which shows a black and cream striped ground—stripes about an inch and a half wide—patterned with mulberry pink roses, white daisies and lots of green foliage. Use it for the side curtains and slip-covers, and you couldn't help having an enchanting drawing-room. The pattern is simple, and though distinctive is very softly blended—admirably suited, in fact, to a small room of southern exposure. It is 66 cents a yard, and 31 inches wide.

The Scribe.