My Second Year of the Great War, by Frederick Palmer. Now Ready, $1.35.

EATON'S DAILY STORE NEWS

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., 1, 4, 4.40 p.m.

So Successful Was a Similar Offering Last Season That There Has Been Arranged for Friday and the Following Days

A Stupendous Special Selling of Women's Coats

Comprising a Tremendous Array of Wraps in Authentic Modes for Springtime Wearing, and Offering Splendid Variety With Over 100 New Designs

The Special Features Being:

Extraordinarily Low Prices,
New Designs,
Practical Styles for Slender, Medium and Stout Figures,
Fashionable Materials and Colors

MANY weeks of careful preparation and planning have made this special selling of coats an even greater achievement than its forerunner of last year. Materials have in many instances been bought at special prices; styles have been copied from high-grade imported models; the prices have been fixed with a very small margin over cost of labor and material.

It cannot be too strongly emphasized that only with the systematized co-operation of our own factories and because of the vast scale on which it is conducted is such an offering made possible—an offering that is beyond the scope of most manufacturers.

Some of the styles are illustrated and described below, and in addition to these, many other equally good values will be featured throughout the department, with special attractions each day.

The Most Important Features of the New Modes

Collars and cuffs of enormous dimensions, frequently having silk insets or overcollars.

Pockets that are huge to bagginess and immensely varied in shape.

Narrow belts and sashes, with the "shoestring" tie as a prominent feature.

A greater trimness of line, with a tendency towards width on the hips achieved by means of pockets, pleats and panels.

The preponderance of gay, vivid colors.

The Materials

Country Club Coating
Burella
Plain Velours
Checked Velours
Gabardine
Poplin
Poiret Twills

The New Colors

Gold
Mustard
Apple Green
Grass Green
Billiard Green
Poilu Blue
Tapestry Blue
Navy
Raspberry
Rose
Burnt Apricot
Clay
Putty
Beaver
Black

H

H. Smart diagonally-cut panels and belt in one, both back and front, with corded outlines and becomingly arranged fullness, give this coat most decided distinction. And additional chic is supplied by the shaping of the enormous black taffeta over-collar and cuffs, by the position of the drop shoulder seam (another effect which Fashion is reviving this season), and by the deep band at the bottom. The material is a soft French serge, in black or navy, and the coat is three-quarter lined, with soft black silk. Sizes 32 to 42. Special price, $25.00.

D

F. A coat that is specially designed with a view to its becomingness to stout figures, and obtainable in navy and black poplin. The long lines of the panels, with strapped seams front and back, of the pleated sections under quaint little pointed pockets over the hips, break the width of the figure in clever fashion. The lines of the collar are arranged to give the same becoming effect, tapering down to revers in front, the back being square, with over-collar of white silk poplin, both ornamented with silk saddle-stitching. Sizes 37 to 51. Special price, $22.50.

E. Turning her back to you for admiration, the lady sketched below wears a smart wool poplin coat in trench brown, which rejoices in a double collar, the square under one of poplin like the coat, the upper one with swallow-tail points — of poilu blue wool velours. The lines of the capacious, buttoned pockets are continued down to a hem in panel form, and the front is very simple, with wide revers and a single button, the narrow belt fastening at the side. The yoke is lined with silk. Obtainable also in black, navy, clay, grey, green. Sizes 32 to 42. Special price, $17.50.

G

G. Here you may see the modish material, Country Club, a sort of frieze-finished cheviot, obtainable in the vivid colors that prevail this season—grass green, rose, gold, tan and purple. Very cleverly cut, the panel that laps over at the back is continued with a becoming line across the front, where it fastens with a single button. The collar, which is convertible, and the cuffs are both of such size as to mark their modishness, and the silk saddle-stitching is yet another mark of novelty. Sizes 32 to 44. Special price, $18.50.

F

D. To those who are devoted to the fine, lightweight serge coat for springtime wearing, the model above will surely appeal, with its smart, large smoked pearl buttons, its cleverly cut side panels, with pleats back and front, its kimono sleeves and its narrow belt, which may either be loosely tied, as in the sketch, or crossed in front and fastened to large buttons on either hip. The huge collar is convertible, and has a prettily-shaped inset of black bengaline. Yoke and sleeves silk-lined. Obtainable in navy, black and Copenhagen. Sizes 32 to 42. Special price, $15.00.

E

We prepay shipping charges on all orders of $10.00 or over to your nearest station in Ontario and Eastern Provinces on both mail order and city purchases.

The Shopping Service Will Undertake Purchases for You

If you cannot come to the Store yourself to examine the splendid bargains which are featured on this page, then write or telephone to the Shopping Service (direct phone Main 3501), when one of the trained shoppers will make the purchases for you.

The Formal Displays of New Spring Styles for Women, Misses and Children Begin on Monday

Watch for Announcement

A. A coat that gives very slender, becoming lines, with its pocket-like panels, belt turned over and buckled back and front, and the tapering lines of its wide revers. Made of gabardine, it has a collar of silk poplin over another of the material, which is buttoned to the revers, the silk-bound buttonholes matching the hue of the top collar. In plain black and in navy and Copenhagen blue, with collar in a contrasting shade matched by the silk lining. Sizes 32 to 44. Special price, $12.75.

K

A

K. A very charming coat the lady above wears with such grace—a coat of soft and supple wool velours, silk-lined to the waist, the back even more alluring than the front. The sleeves are cut in one with the back panel, which is finished above the waistline with four large tucks, after the fashion of a baby bodice—a mode that is very much in keeping with the huge square collar. The medallions of saddle-stitching, the tassels on the shoestring sash, the smoked pearl buttons, with gilt edges, are all noteworthy from the viewpoint of novelty. Colors amber and green. Sizes 32 to 42. Special price, $27.50.

J

C. Country Club Coating is the material; apple green, rose and gold the colors, and the result—smart coats as you could desire for such a surprisingly small sum. Bands of black silk saddle-stitching across the back of the large square collar, at the sides and round the cuffs make an effective trimming on the gay-colored, frieze-finished material, and the new note is struck by the clever arrangement of the fullness over the hips, shirred into the little stitched band. Sizes 32 to 42. Special price, $15.00.

J. It is the collar and pockets that give flavor to the fashionable coat, no matter what the other ingredients, and here you have a model that shows both in fascinating guise — a huge, square-stitched collar, with many buttons, which can be worn wrapped around the throat if preferred, and pockets that look as if they reach to the hem, but are finished off at just the comfortable height inside. The fullness at the back is arranged in similar fashion to the front. The material is wool velours of splendid quality, obtainable in gold and green, the pearl buttons shaded to match. Yoke and sleeves are lined with silk. Sizes 32 to 42. Special price, $32.50.

C

These Two Remarkable Specials for Friday

Coats Marked at Cost of Production—$12.75

On Sale at 8.30

CONSISTING of a number of smart styles in wool poplin, serge and burella cloth, many of which are New York models, this value scarcely needs further emphasis. All the coats are well cut, and demonstrate the mode for huge collars, pretty pockets and smart belts in various phases, the colors including apple green, old gold, clay, mustard, rose, Burgundy, navy and black. Very specially priced at $12.75.

A Magnificent Offering of Model Coats From Paris and London. Arranged in Three Groups—Specially Priced at $33.75, $47.50 and $57.50.
On Sale at 2.30 p.m. in French Room

EXQUISITE lines and that marvellous balance and chic which distinguish the creations of the grande couture are theirs as by right, for such names as Premet, Bernard, Paquin, Lina Mouton, Cheruit, Simon, Pierre Bulloz, Bradley are embroidered on the labels inside them. But they possess also the allurements of beauteous fabrics; of color harmonies that beggar description; of modes and materials so new that they are even now making their bow to Fashion. They have been used as models whereby the New York designers have set the spring modes, hence the extraordinarily low price; but even for such an offering the number of superlatively beautiful coats is remarkable.

Included are wraps for afternoon, street and sports wear, with a few evening coats.

They reveal Fashion's craze for big, baggy pockets, for belts and sashes, for collars of extraordinary shapes and often of huge dimensions, for gay, vivid linings, for bead and silk embroideries, for gold galoon, and tassels as trimmings.

The sports coats are jaunty little wraps, chiefly of striped, dotted, checked or plain velours and duvetyn.

The street coats include models in Poiret twills, silk and wool gabardines, velours, burella, fine bolivia, coverts, and a number of silks in the new khaki-kool and twilled raw silk weaves. Silk and satin in various weaves are responsible for the more elaborate wraps.

Among the colors, the prevalence of putty and beige, frequently lined and trimmed with navy or orange or rose, is noteworthy, while golds, mustard color, penguin greys, blues, navy and black are also included. Specially priced at $33.75, $47.50 and $57.50.

—Third Floor, James St

THE T. EATON Co. LIMITED