

STORE OPENS at 8.30 a.m.  
and CLOSES at 5 p.m.

# EATON'S DAILY STORE NEWS

Take Escalators at Yonge Street Entrance to Second and Third Floors.

## Daintiness and Variety Itself Are These New Blouses at \$5.00

**G**EORETTE, taffeta, crepe de Chine, lace and Habutai silk—these are the materials used alone and in combination, and in excellent qualities. And the prettiness and modishness of the entire collection is quite remarkable even in a season that abounds with attractive waists. For instance:—

A charming black and white blouse has its lower half made of black crepe de Chine, the upper of white Georgette, the two being joined by wide hemstitched scallops. The black material is carried up to the shoulders in suspender form and the sleeves are white. Also obtainable in rose and white and yellow and white.

Wee tucks with cross bar of hemstitching ornament both front and back of a Georgette blouse with pretty convertible collar and a decided contrast is a crepe de Chine blouse with big, flat tucks down the front, military looking straps over the shoulders and a convertible collar that is finished with a flare. These are but examples of a most interesting collection in all the fashionable shades. Sizes 34 to 46. Special at \$5.00.

—Third Floor, Centre.

## Smart Silk and Cloth Suits for Misses

Samples That Are Splendid Value at \$14.75

**I**T IS A SPLENDID COLLECTION, every suit modishly fashioned, every one well cut and the coats lined with soft silk or satin. There are belted and bloused coats in many styles, some in serge and gabardine, banded with taffeta, some trimmed with braid and embroidery, some adorned with the modish silk stitching, and many cut with the quaintest, most becoming of panels and new wide silk collars. The skirts are wide and smartly finished with belts and yokes. The materials are taffetas, poplins, serge and silk combinations, serges, wool poplins, gabardines, and colors Copenhagen, Joffre blue, navy, brown, black, and black and white checks. Sizes 32 to 38 bust. Such values will necessitate an early visit, so come at 8.30 for a good choice. We cannot promise to fill 'phone or mail orders. Monday, special, \$14.75.

—Third Floor, Yonge St.

## Remarkable Collection of Women's Suits at \$25.00

**I**T is the most stupendous array of suits at this very moderate price that we have ever displayed, and not only in numbers, but in variety, in values, and in smartness. Every suit is an expression of the recent modes, and while the simpler, more practical suits for walking and sports wear are not lacking, many more elaborate models are included. There are many New York productions, even adaptations of Paris models, as well as suits from our own workrooms.

Variations of the bloused and belted coats are many, some cut with umbrella basques, some pleated, some paneled, and very smart are the wool suits, banded, collared, and cuffed with taffeta. Smart rolling silk collars, often gaily colored, buttons, braidings, embroidery, and hand-made ornaments, or leather straps, all serve to give them distinction, and all the coats are lined with silk or satin.

The wide flaring skirts, shown on every model are finished with yokes or belts, pleats or gathers. Materials include gabardines, poplins, serges, velours, worsteds and shepherd's checks in a host of modish colors. Bust measure 32 to 50. Price, \$25.00.

—Third Floor, James Street.

## Smart Spring Gloves for Men

—For Dress and General Wear  
Featuring a Splendid Walking Glove in Tan Capeskin, at \$1.50

**T**O ARMY OFFICER or civilian this smart looking tan glove makes sure appeal. Well cut from fine quality capeskin, it may be depended upon for good fit and good service. It has hand-sewn Pique seams, gusset fingers, Bolton thumb, spear point back, and fastens with one clasp. It is to be had in sizes 7 to 9½, and is priced \$1.50 per pair.

Other gloves in the Spring stock that deserve special mention for style, reliability, and good price value are these:

Men's one-dome tan cape glove—Pique seams, Bolton thumb and Imperial points. Price, per pair, \$1.00.

Men's one-dome grey suede glove of "French make"—Pique seams, gusset fingers and thumb, Imperial and spear point backs; all sizes 7 to 9½. Price, per pair, \$1.50.

Men's French kid gloves—Pique seams, one dome fastener, gusset fingers and thumb, Paris points; in tan only. Price, per pair, \$1.75.

Men's tan chevreton glove—one dome fastener. Pique and pique seams, gusset fingers, Bolton thumb and Paris points. Regulation and Cadet cut. All sizes 7 to 9. Price, per pair, \$2.00.

—Main Floor, Yonge St.

## Smart Imported Coats for Women

**T**HOSE joys of Fashion, the swirling skirt, the paneled belt, the cape, or square collar, indeed, practically every feature of modish coats is seen in the collection, and no less fashionable are the materials—gabardines, poplins, the smart sand coverts, whipcords, serges, velours in plain and checkered effects, and a host of mixtures and novelty weaves.

Then, though they follow every turn and twist of the modes, they are so varied and so well designed that they include coats for every possible type of figure—coats with plenty of fullness, gathers and pleats for slender figures, the more practical belted effects with swirling skirts for figures of medium proportions, and the loose fitting flared styles becoming to stout figures. Among them, too, is a host of sports coats in silk and wool jersey cloth in artistically colored golfines, chinchillas, velvet cords, blanket cloths, and plain and novelty stripes and checks.

Special mention must be made, too, of the smart taffeta moire and silk taffeta coats for afternoon wear, showing quaint conceits in their velvet banded skirts, plaited belts, and smart large collars. Prices, \$15.00, \$17.50, \$18.50, \$20.00 and \$25.00.

—Third Floor.



Gage model in black milan straw; the crown circled with gray dove wings; the upper brim faced with dove gray crepe.



Gage turban, sea gull wings perched on top, and picotee edging of the same gull gray circling the black milan straw below.

Caroline Reboux model enveloped in flowers that shade upward from pale pink on mauve lilacs to deep bluish purple tints.

Wide-brimmed sailor in black milan edged with black ostrich and tulle.

Sport hat in rose peanut straw the crown and upper brim veiled in ecoré straw lace.

On Monday Next and the following days there will be featured on the Second Floor an Extensive

## Easter Showing of Hats

In the Latest Mode of the Master Designs

the Display Including a Whole Galaxy of Original Models from such Distinguished New York Creators as

TAPPE, BENDEL, GAGE

In These and the Splendid Collection of Clever Creations and Reproductions by Our Own Milliners Will be Exemplified

The New All-conquering Vogue of the Wide Sailor

The Wide, Flat Sailor—the Wide Sailor with Brim Slightly Rolling at One Side—the Medium-sized Mushroom Sailor—and Supplementing the

Sailor, Picturesque Watteau Designs, Close-fitting Turbans and Graceful Leghorn Garden Effects

Milan and fine hair straws claim the monopoly of favor, while facings of silk, satin and crepe—Gouras—clever imitations of the prohibited osprey—the little egg ostrich tips—and flowers of immense realism and loveliness—these spell out the story of modish trimmings, transparent straw braids and laces being generously employed for the edging of brims.

Black, gray, French blue and pink are the predominating colors.

And a notable feature of the event:—

A Collection of Exclusive Sport Hats

in the swaggy mushroom shapes in the novel Bantock straw, Leghorn straw and crocheted twine effects which represent the season's fascinating presentation in this ultra-modish type of millinery.

In Conjunction With the Showing of Hats There Will Be A Delightful Easter Display of Flowers

Airy, exquisite bloom from French, American and Canadian flower makers, a great vine-covered canopy overhead, a fountain playing and birds singing, contributing the true atmosphere of Summer to the alluring scene.

—Second Floor, Yonge St.

"You Were Inquiring?"

**B. H. H.**—What is your idea of "cheap"—\$1.10? If so, there are two nice little china muffin dishes at that price, one decorated with a plain gold band, and the other in Tokio pattern in Crown Derby colorings. At \$1.50 you can get a dainty little Haviland china dish outlined with green, and spattered over with tiny pink rosebuds. An excellent preparation for cleaning waxed floors. "Brightener," put up by the Boyle Co., cleans and polishes without removing any of the wax. It may be used for hardwood, ordinary stained wood or linoleum—price, 75 cents a quart.

So glad you were pleased with the suit you ordered through the Personal Service. The shopper who chose it for you was duly informed of your appreciation.

**Jane**—In a well-lighted room, such as yours, soft buff color walls would be good, with a rug in a two-tone conventional design, in wood browns or moss greens. Either combination would supply a happy background for any of the fascinating living-room chintzes in gay garden colorings. As for prices, there is a line of Wilton squares in which the size 9 by 12 feet is obtainable at \$21.50. Oatmeal wall paper at 17 cents a roll—30 inches wide—can be had in that good mortar buff tone. While for artistic chintzes, they range all the way from 35 and 40 cents a yard, for the 36-inch width, up to \$3.00 a yard for the 50-inch variety.

**Miss Blank**—Gray gloves are immensely good this season—a sequel, of course, to the vogue of gray footwear. They are nice, I think, in suede, and can be had at \$1.25, \$1.50 and \$1.75 a pair—good, better and best, as regards quality. Washable white gloves, too, are more popular than ever, and a perfect boon for general wear. In washable capekin they can be had in wrist length at \$1.25 and \$1.75; and in washable doeskin at \$1.25, \$1.50 and \$2.00.

When it comes to inexpensive coats, two of the most attractive models are in black and white shepherd's check and tan covert cloth respectively. The former is a loose-belted style with epaulets on the shoulders and collars and buttons of black silk. It is \$7.50. The covert cloth coat is in loose box style, with round yoke, pockets and a belt across the front. It is the same price.

**Sophia**—It seems like harping ceaselessly on one string to suggest chintz by way of curtains. But it is verily a panacea for dull and dead and monotonous rooms in which the only scope for improvement lies in the re-dressing of the windows. If one might only tell you to paint your floor black and tint your walls gray, and cover your big sofa in copper color, it would be a more interesting story. However, since the transformation must be wrought out through the adding of a couple of curtains and a valance, then for the hundredth time in so many days we must fall back on cheery, charming chintz. There is a whole host of delightful patterns in printed linens and shadow cloths in the brown, amber and ivory tints, with a lively dash of purple or rose or blue or green, at \$1.75, \$2.00 and \$2.50 a yard, double width. But I should certainly add side curtains as well as the fringe across the top. If not, an uncomfortable air of arrested development will linger about the windows, one fears.

The Scribe

## Dennison's Rope Work Basketry

Instructions in this fascinating work are given in the Stationery Department. Various samples of the finished work are on view, including baskets, vases, etc., and all the necessary materials can be purchased in the department.

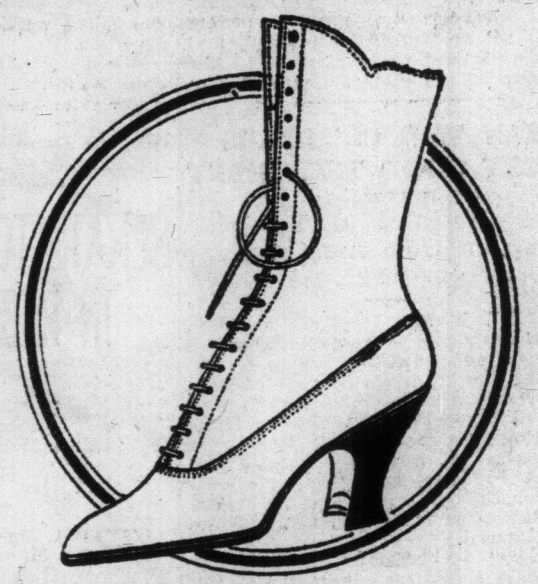
## The Fashionable Gray Boot Will Enhance Your Spring Suit

This Model May Be Had, too, in Old Ivory Color

**I**N NEW YORK it amounts to a craze, this vogue of gray footwear. Old and young, large and small, stout and thin, are all adopting it for wear with their Spring costumes. It claims the place of chief prominence in the windows of all the smart shoe shops.

Pre-eminent then among the new models displayed in our own Footwear Section is this gray kid boot our artist has sketched. Notable for modish line, elegance of finish and general excellence of fine workmanship, it is in laced style measuring 8 inches in height from the top of the Louis heel, the latter, also the welted soles, being in brown. It is to be had in sizes 2½ to 7, in widths AA to DD. Price, \$8.00.

The same model is featured also in old ivory color. Price, \$8.00. —Second Floor, Queen St.



## The Most Wonderful Special Selling of Women's Skirts Ever Attempted in the Store

1,700 New Spring Skirts, All Made Within the Last Week, and Extraordinarily Low in Price, at \$2.95

**Y**OU ARE OFFERED a choice of 20 smart materials—such as all wool serge, English worsteds, stripes, Bedford cords, hairline serges, crepe cloths, checks, and novelty skirtings and yes, verily, even such silks as taffeta and moire! And to emphasize the fact that this really is a record-breaking event, we would tell you that there is not a skirt in the collection which, under ordinary conditions, could be produced for this amount. In most cases, the material alone would cost more.

The styles are simple—showing all manner of belts and yokes that go all round, or end in the hips, and in every style, fabric and color, there is a complete range of sizes from 28 to 30 waist bands.

The colors green, brown, navy, and black are well represented. As well as these are black and white, brown and white, and fawn and white stripes and cords, very smart brown and green, and black and white diagonals and checks and hairlines in black and white and navy and white.

The taffeta skirts, which include two designs, are procurable in black and navy and the moire in black only.

Some of Them You May See in the Yonge Street Window

Come at 8.30 for best choice, but if you cannot, come some time during the day, for every skirt is a splendid value and we cannot promise to fill 'phone or mail orders. Very special price, \$2.95. —Third Floor, Centre.

T. EATON CO. LIMITED