

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

# 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.

## Ever-popular and All-attractive Serge Frocks for Women, Various Priced From \$15.00 to \$27.50



**AT PRESENT** to wear under the Spring coat, and later, when coats are discarded, the frock of serge offers many attractions. Its popularity is assured because of the smart styles with which Fashion has endowed it, the variety a pleasing feature.

There are many pretty styles, priced so moderately as \$15.00, some cut on rather tailored lines, while others are on straight lines, with yoked bodices and graceful pleating. The trimmings in these are formed by colored embroidery designs in silk or wool, and pretty collars of white poplin silk or satin. Sizes 34 to 42. In navy or black. Price, \$15.00.

A durable and good quality serge is used in frocks at \$16.50, of which there are several attractive styles. One model has white silk braid embroidery on cuffs, back and front of belt and the two fancy pockets which adorn the skirt. A pretty white satin collar adorns the bodice. In navy and black. Price, \$16.50.

Then from \$20.00 to \$27.50 there is a delightful array of frocks of the finest Jersey cloth. A model which may be had in the Spring colors of mustard, apple green, Holland, navy and dress, with self-covered buttons from throat to hem down front; two belts commence on either side of the panel front, with steel buckles in back; a group of pleats and two large pockets appear at either hip. The collar and cuffs are of natural silk, with a stenciled khaki-kool design. Of a beautifully fine serge in black or navy is a delightful frock, cut also on a line, the bodice being quite plain at back, but pleated from top to hem of skirt in front, the skirt pleated in back in clusters of box and knife pleatings. Belts appear at either side, tying over hips and tasseled on ends. The neck is square, with white satin collar. A new and pretty effect is given by the sleeves, which have insets of Georgette crepe on top from shoulder to below elbow. Price, \$27.50.

—Third Floor, James Street.

## Smart Suits for Women May Be for Had \$18.50

**IT MAY NOT SEEM** possible that suits of fine serge are to be had at this low price in these stirring times. But the fact remains that they may be procured in our Women's Suit Department in quite an array of smart and pretty styles. And not only are they swaggy, but also well made and well lined, in many cases with satin, in others with twilled serge. One style has colored silk poplin over-collar stitched in white, made with pleat down back and all round belt trimmed with buttons; a broad pocket adorns either hip, and has rows of saddle stitching; the front has groups of pleats on either side. A pretty skirt is gathered and belted at back. The coat is nicely lined with grey satin. Another style in a flaring coat is trimmed with rows of silk braid on collar, cuffs and at base of the coat, lined with twilled serge. This may be had in black and white, as well as Copen., navy and all black. There are many other smart styles, semi-belted and belted all round. Sizes 34 to 42. Price, \$18.50.



**Excellent Value and Variety in Suits at \$25.00**

Suits of fine gabardine, poplin, serge, fancy mixtures, taffeta silk and Jersey cloth—these are some of the materials of which they are made. The styles are varied, of course, as might be expected, ranging from the Jersey cloth suit of tailored design to the silk suit strictly for afternoon wear, with many smart lines in between. There's a riot of color in the collection, including rose, blues of many hues, gold, sand, and the popular navy and black. Sizes 32 to 44. Price, \$25.00.

Suits for stout women, those of larger proportions, from 39 to 51 bust, may be had at \$16.50 to \$30.00, in navy and black, as well as some of the bright colors.

—Third Floor, James St.

## A Magnificent Assemblage of Imported Paris Coats and Wraps for Women

On Sale 10.30, at \$47.50 and \$59.50

All in authentic spring modes as interpreted by the world's greatest couturiers—a collection of original creations from the famous costumers of Paris—Bernard, Callot, Jenny, Premet, Worth, Paquin, Lanvin, Georgette, Cheruit, Dre-coll, Roge, Bulloz, Chanel, Brandt. Included are—

**Street Coats, Motor Coats, Wraps for Afternoon and Formal Occasions, as Well as Smart, Clever Coats for Sports Wear.**

This assemblage represents one of the largest importations of exclusive individual garments of the season, the prices are extremely moderate, and they are offered just at a time of the season when most women will be interested.

On sale Tuesday at 10.30 in front of the French Rooms, Women's Coat Department, at \$47.50 and \$59.50. —Third Floor, James Street.

## The Essence of Good Style Are Misses' Suits of Jersey Cloth at \$20.00 to \$30.00

**THE** supple weave of Jersey cloth has assuredly added a delightfully new touch in the realm of suits. It has been charmingly fashioned into the nicest of suits which prove an immense pleasure, and it would seem that no woman's wardrobe is quite complete minus one. They are practical little suits, too, these of Jersey cloth which have just arrived in our Misses' Section, for they are equally smart for street or sports wear, a pleasant combination in a suit these days.

A pretty style in Jersey suits at \$20.00 is one the coat of which has broad collar pointed over shoulder and stitched in white, the belt, cuffs and two pockets similarly stitched, while the skirt has fullness and double belt at back and two pockets in front. This may be had in such splendid colors as peacock blue, rose and sand.

In a cool shade of apple green is a smart suit, the coat having narrow belt across back which fastens into the two pockets which appear at either hip and are lined with white to match the collar and cuffs; it is further yoked back and front, the skirt shirred and belted at back and having pockets in front—\$25.00. At the same figure is a lovely model of rose Jersey cloth, having yoked coat with pleats, wide belt, large pockets with turn-back points, broad collar with fancy buttons, skirt with heading and belt all around.

Holland blue Jersey cloth, with a stitching of rose on its white collar, pockets and cuffs, forms a pretty suit, having yoke back and front and wide box pleats. The skirt is belted at back, with pockets on front. This may also be had in charentaise. Sizes, 14 to 20 years. Price, \$28.50.

In mustard or rose Jersey may be had a particularly smart Jersey suit, the coat having two enormous pouch pockets, which are buttoned fast, a large pointed collar and cuffs which are stitched in white, and a long tie-belt also stitched. The skirt is gathered at back, with belt all around. Price, \$30.00.

## Raincoats to Protect You From April Showers

Misses' Raincoats of a splendid quality poplin which is waterproof, smartly made with belted back, fancy button trimmed cuff and small convertible collar. Colors fawn, navy and slate. Sizes 14 to 20 years. Price, \$4.50.



## Well-made Shirts of Serge, \$5.00

Trim Shirts for business or house wear are made from splendid quality all-wool serge, with belt extending from side fronts around back, fancy pockets on sides extending from belt, and a trimming of self-covered buttons. In black and navy. Sizes, 22 to 25 waist, 31 to 38 length. Price, \$5.00.

## Cream Chinchilla Cloth Sports Coats, \$7.50

Smartly-made Coats of a nice soft quality chinchilla, with all-round belt and fancy pockets trimmed with pretty buttons. Sizes, 14 to 20 years. Price, \$7.50.

—Third Floor, Yonge St.

## Some Interesting Values in Housefurnishings

**Brussels Rugs, Remarkably Low Priced At \$15.75 to \$27.50**

If you need a new Brussels Rug for the living-room, dining-room or bedroom, and desire to save dollars on the usual prices, come to the Fourth Floor and select the style you need from among these. They are part of an immense purchase which was arranged for many months ago. Chief colors are brown, green, blue, rose and tan, small conventional, Oriental and floral patterns; sturdy weave and a good-wearing weight. Size 6' 9" by 9', each, \$15.75. Size 6' 9" by 10' 6", each, \$18.50. Size 9' by 10' 6", each, \$24.75. Size 9' by 12', each, \$27.50.

Arminster Rugs with Oriental patterns, in colors for the living-room or dining-room. Size 6' 9" by 9', each, \$15.75. Size 9' by 10' 6", each, \$25.00. Size 9' by 12', each, \$28.00.

Rug Rugs with plain centres in green, pink, blue, grey, brown or mauve and narrow and wide borders. Sizes 24" by 36" to 6' by 9'. Each, 90c to \$7.50.

Japanese Reversible Rugs of twisted grass, natural color, with border at each end in initial effects in red, green, dark blue and brown. Some have medallion in centre. Sizes 2' by 8' to 8' by 10'. Each, \$1.95 to \$9.00.

Imported Linoeum, with matting, hardwood, floral and Oriental patterns; 2 yards wide. Square yard, 65c. Wilton and Axminster Carpet, 27" wide, with stair-runner and border to match. Oriental and conventional patterns. Yard, \$1.95.

Mosul, Shirvan and Soumac Oriental Rugs. Average size 3' 6" by 5'. Each, \$24.50. —Fourth Floor.

## White Crochet Bedspreads You Can Depend on at \$1.69 Each

These are heavy, strong, well-finished and neatly-patterned spreads, such as the housewife needs for hard-service beds in the rooms that get the most service. Woven of selected long cotton yarns, and are ready hemmed. Size 78" by 93". Each, \$1.69.

Hemmed Plain Sheets, in double bed size. Pair, \$1.55. English Bleached Circular Pillow Cotton, 44" wide. Yard, 27c.

Heavy Travelling or Motor Rugs, mixed wool and cotton, with plaid patterns in dark colors. Size 58" by 76", including fringe. Each, \$3.25.

Irish Check Glass Towelling, firm and absorbent; 23" wide. Yard, 12 1/2c.

Irish Bleached Mercerized Cotton Damask Tablecloths, heavy and well finished; have several border patterns. Size 70" by 83". Each, \$2.25.

English Bleached Longcloth, 35" wide. Yard, 14c.

Factory Cotton, in an appropriate weight for making into sheets, pillow cases or linings; 36" wide. Yard, 11c. —Second Floor, James St.

## Chamoisette Gloves at \$1.25 Pair and Other Good Values in Gloves

Most likely you already have your new hat, suit and shoes, but have you selected gloves to complete your new outfit? Chamoisette gloves are favored by many because of their splendid washing qualities. They are "French make," with two dome fasteners, in plain white and natural shades; also white with black embroidered backs. Good range of sizes. Pair, \$1.25.

Women's Fancy Washable Capeskin Gloves, mastic shade only, made with one dome fastener, prix sewn seams, gusset fingers, Bolton thumbs, with two-tone silk backs, embroidered in shades of blue, black, yellow and green. Sizes 6 to 7. Pair, \$2.50.

Men's Fine, Washable Capeskin Gloves, made with one dome fastener, prix sewn seams, gusset fingers, Bolton thumbs and two-tone silk embroidered backs. They come in canary and tan shades. Per pair, \$2.00.

Children's Long White Silk Gloves, in 20-inch length, mousquetaire style. Fasten with two dome fasteners, having double-tipped fingers and Paris points. Sizes to fit ages 5 to 12 years. Price, pair, 89c.

—Main Floor, Yonge St.



## Interesting Facts About the "Marshall" Ventilated Spring Mattress

**THE "MARSHALL"** is certainly a departure from the usual form of mattress. It is composed of 1,000 upright springs, enclosed in cotton pockets and each acting independently. These are then covered with fluffy cotton or sterilized hair and enclosed in stout blue and white stripe tick. These "Marshall" mattresses are most resilient, conforming to the contour of the body and providing refreshing relaxation.

### But They Are More Than Comfortable

THEY ARE VENTILATED—being practically a collection of air chambers. Each mattress has three small ventilators at each end, covered with gauze screen. As the springs are compressed, air is forced out. When compression (or weight of body) is removed, it draws in fresh air. This helps to keep the mattress lively and springy. It cannot sag or get lumpy. Guaranteed for five years.

Price of "Marshall" mattress with hair top, \$30.00. Price of "Marshall" mattress with cotton top, \$25.00. —Third Floor, Furniture Building.

THE T. EATON CO. LIMITED

## Some Interesting Values in Housefurnishings

**It's Chintz Week in the Drapery Department**

**THE** department is a veritable blaze of color, table after table being laden with thousands of yards of superbly designed chintz materials for drapery and upholstery purposes in the home. Extra sales force is on hand to help you shop in comfort, and there is such wide variety that it would be difficult to imagine a requirement we cannot fill among this extensive display. For Tuesday we draw special attention to the following lines:

### Imported Chintzes at 19c Yard

Materials delightfully appropriate for overcurtains in the bedroom, or for covering boxes or cushions or filling screens. 36" wide; large, medium or small all-over patterns. Special price, yard, 19c.

### Chintzes and Shadow Cloths at 30c

Possibly a hundred different patterns and color effects, including a good assortment of the popular delicately designed, shadow cloths, used so much at present for over-drapes. Also striking effects in black and white, yard, 30c. Special price, yard, 30c.

### Exquisite Chintzes and Linens at \$2.50

If you have a well-appointed bedroom, living-room or dining-room, for which you feel there is nothing too good in drapery fabric, you should be interested in these superb chintzes and block-printed linens at \$2.50 a yard. There are exclusive designs on cream, grey, fawn, blue or black grounds; the material is heavy and strongly woven, and the character of design and color combination is such that one could not associate them with anything but the best productions in high-quality draperies. Blocks, figures, flowers, fruit, tapestry patterns, checks, stripes; 50" wide. Special price, yard, \$2.50.

### English Photogravures in Oak Frames, 39c Each

Far more refined than the average colored print at such a price would be, here are well printed photogravures in steel tones of delightful bits of English scenery, including seas, sailing boats, coasts, villages and landscapes. Picture sizes 5" x 10" and 7" x 10". Framed in 1 1/4" solid mission oak moulding. Special value, each, 39c.

### Extraordinary Water-color Values at \$3.75

We saved so large a margin on the price of these water-color pictures that they are just about in a class by themselves at this figure. All are the work of clever artists. There are landscapes, coasts, seas, Dutch scenes and moonlight effects, and the frames are of high quality moulding, have wide gilt mats and ornaments in the corners. Frame sizes from 10" x 14" to 12" x 22", each, \$3.75. —Fourth Floor.

## Stockings to Match Your New Suit May Be Had at 75c a Pair

To match, or in a shade that will give a contrasting effect, you may procure fine silk ankle-length stockings at 75c a pair. They are of fine, evenly woven silk, a height just far enough to show above the new high-top boots, while the upper half is of fine cotton. There is quite a variety of colors to choose from, including black, white and tan. Heels, toes and soles are cotton, and there are all sizes. Pair, 75c.

Also Women's Cotton Hose, 25c; and Children's Hose at 25c

Women's Black, Tan or White Seamless Cotton Hosiery; heels, toes, soles and ankles extra spliced. All sizes. Pair, 25c.

Children's "Multiplex Brand" Fine Ribbed Lisle Hosiery, in black, tan or white; seamless feet and extra spliced heels, toes and soles. Sizes 5 to 9 1/2. Pair, 25c.



—Main Floor, Yonge St.