

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.



In a Grand Easter Showing of Ready-to-Wear Millinery

Wherein Are Featured Elegant Hats by New York Designers as Well as Chic Creations by Our Own Milliners

Fashion Records an Unmistakable Preference for the Larger Picturesque Chapeau

Which May Take the Form of a Sailor of Extraordinary Dimensions, a Sailor With Tilted Brim, the Quaint Watteau Hat, the Large Mushroom, or the Drooping, Undulating Picture Hat

And for Matrons Are Provided Smart, Flower-trimmed Turbans and Tricornes



Novelty in Velvet Ribbon

A Paris novelty this—a smart velvet ribbon in two-color effects that is most distinctive and charming for the new Spring hats. The rich velvet pile has a narrow edging and back of contrasting shade, such as French blue with white, royal with champagne, brown with sand, black with cerise, and black with emerald, etc. Price, per yard, 25c.

Black picot edged velvet ribbons with a heavy silk pile and satin back. An exquisite ribbon for millinery purposes. 3/4-inch wide, per yard, 19c; 1 1/4 inches wide, per yard, 30c; 1 1/2 inch wide, per yard, 40c; 2-inch wide, per yard, 50c. —Main Floor, Yonge St.

This Special in Ready-to-Wear Hats at \$5.00

Featuring especially, the new large sailor, they include, too, a number of turbans and high ribbon trimmed hats and tricornes, suitable for matrons. Every hat is smart and modish, showing the main features already described, quills, ribbons, wings and flowers, all being used as trimmings. The values are splendid, the hats being specially made as an 8.30 attraction for Tuesday. Special price, \$5.00. —Second Floor, Yonge St.

Some of the Special Attractions for Tuesday

Men's Blue Serge Suits at \$8.95

Also Extra Good Value at \$10.00, \$15.00 and \$20.00

Considering the scarcity of blue serge fabrics, these suits are remarkable, for they put one in mind of old-time values at these prices. The line at \$8.95 consists of just 75 suits, made of good wearing medium value serge, in 3-button single-breasted styles. Distinguishing features are smart lapels, smooth fitting, shoulders, close collars, clean hanging backs with vent, and stylish trousers with 5 strong pockets, belt loops and side straps. Sizes 36 to 44. Price, \$8.95. Navy Blue Business Suits, are made of closely woven worsted serge, in 3-button single-breasted styles, with notch lapels, 6-button vest and well lined. Price \$10.00. Here is an Eaton-made suit of English twill serge in navy blue, guaranteed fast indigo dyed, and tailored in one of our 3-button single-breasted styles for Spring. Price, \$15.00.

Extra quality of fabric, workmanship and trimmings is shown in a suit at \$20.00, made of indigo dye blue serge with a very fine twill and lined with durable mohair. Young men's 2-button single-breasted style with long rolling peak lapels, or a 3-button model for older men. An effective answer to the question of where to get an absolutely reliable navy blue suit is one of these at \$20.00. —Main Floor, Queen St.

600 Only Boys' Shirt Waists at 29c—Not More Than Four to a Customer

Not one pattern only, but six of them. Not one size only, but sizes for boys from 6 to 15 years. And the manufacturer could not produce such quality nowadays for near this price. The materials are lasting percales and other fine shirting materials in neat stripes of light blue, dark blue and gray or white. All have attached, turn-down collar, single band cuffs, breast pocket and draw string at waist. We cannot promise to fill mail or phone orders, nor supply more than four garments to a customer. \$30 special, each, 29c.

Other Good Value in Shirt Waists. Boys' shirt waists in gingham and fine prints, with stripes of blue, black, mauve or helle. All made with attached turn-down collar, single band cuffs, breast pocket and tab and button at waist. Sizes for ages 6 to 15. Each, 75c.

Boys' shirt waists of soieite materials with stripes of blue, mauve, helle or orange. Have attached, soft turn-down collar, double cuffs, breast pocket and loop at waist. Sizes for ages 6 to 15. Each, \$1.25. —Main Floor, Centre.

Linen Torchon and Cluny Laces, Insertions and Beading

Laces are in great demand this Spring and these are a shipment we have just received. There are machine-made Torchon laces, 1/2 to 3 inches wide, per yard, 4c to 15c; insertions, 1 to 2 1/2 inches wide, per yard 8c to 25c. Beading, at per yard, 4c to 6c.

Lace with beading edge, 3/4 to 1 1/4 inches wide, per yard, 5c to 12c. Ecru Cluny Laces for centerpieces from 3 to 6 inches, per yard, 15c to 45c.

Embroidered net skirting in white, ecru and black, patterned in a merized thread to a good depth and finished with finely scalloped border, 44 inches wide. Splendid dress quality. Special Tuesday, per yard, \$1.00.

Embroidery edgings, beadings and insertions of the caubric in a variety of attractive designs. The edgings are from 2 1/2 to 6 inches wide, insertions from 1 1/2 to 2 inches and beadings wide enough for one inch ribbon. Special, per yard, 6c.

Men's hemstitched handkerchiefs or fine lawn, finished with fancy corded effect inside the hem. Tuesday, \$ for 25c. —Main Floor, Centre.

IT IS A CHARMING VOGUE, rightly expressed, the chief mediums being Milan and the semi-transparent crin straws with fine hair braids and a new, soft coarse braid that is known as moss straw. Facings of crepe de Chine, Georgette and silk add to the gaiety of coloring. And brim edgings of lace, straw and tulle give a very airy effect.

The Modish Colors

THESE are worthy of special note, the all black hat being particularly smart, while by way of contrast, will be found the new French (Joffre) blue, Nattier blue, gray, a soft cyclamen pink and a new chartreuse yellow. The color combinations are very striking, for instance, a hat will be carried out in chartreuse and French blue or chartreuse and navy, with a bunch of cherries to give a touch of vivid color—green and purple will be used as the foundation of a hat with a bunch of rose colored roses, or perhaps a purple hat will depend, for distinction, on a curling yellow quill, or a Nattier blue hat on a little apricot flower. Then striped braids, such as yellow and white and black and white are very effective in the plainer hats, especially in sailors of the sports type.

The New Trimmings

SCANTILY used as befits the artistic conception of the large hat that depends upon line, for its effect the garniture is for that reason all the more important. And very novel are the ornaments to be seen on some of the plainer hats—for instance, a shell set in a quilling of ribbon, delightful iridescent bead flowers. But it is quills that strike the most prominent trimming note in smart, ready-to-wear hats—straight quills, curling quills in all sorts of hues and even leather and silk quills, posed at odd angles over and under the brims. Wings, Gourah mounts after the style of the trimmings on the Watteau hat on the right, and little oval bent-over ostrich tips and ostrich edging are much to the fore, while picot edged ribbons and flowers are used in conjunction. —Second Floor, Yonge St.

In Support of the Ever-present Vogue of Navy Blue

LIKE THE WEATHER, navy blue is always with us and only in weave and in shade does it constantly vary. This year Fashion has been unusually liberal with her variations and you may obtain navy in about eight different shades, ranging all the way from the very dark—almost black—men's wear blue to Tokio blue which verges close upon Copenhagen.

In the Suiting Section is an immense assortment of navy materials in which all the fashionable weaves are represented, each of them guaranteed fast dyed. And this, at a time when the shortage of indigo dyes is little less than a calamity, is a point to be specially remarked.

One of the smartest of these new navy suitings is triot serge, which, with the diagonal rib of a fine serge, has a jersey-like interspace that renders it most attractive. Its price is \$2.50 a yard.

A new basket weave suiting, almost Japanese in its fineness, is another delightful fabric in a very pretty shade of blue. Price, per yard, \$2.50.

In navy blue gabardines, with deep, medium and almost infinitesimally fine cords, there are 6 shades of navy, all at \$2.50 a yard.

The popular whipcords and poplins are also represented by cords of various widths and are available in several shades at \$2.50 a yard.

Serges offer immense choice both in shade and weave. First come fine worsted and French serges in five shades at \$2.00 a yard; wide wale, heavy men's wear serge, as well as a remarkably fine soft French serge at \$2.50 a yard; and the finest of Botany yarn serges, which practically refuse to shine at \$3.00 a yard. These last include a soft men's wear serge and a particularly supple, unfinished worsted in both dark and light navy.

Many broadcloths are procurable in three qualities, all with soft, satiny surface at \$2.00, \$2.50 and \$3.50 a yard, and very effective is a dark, dark navy broadcloth with almost invisible white pencil stripe. Price, \$3.00.

Penic striped and line checked navy gabardines of superfine weave are very handsome fabrics at \$3.00 a yard. —Second Floor, Albert St.

The Springtime Mode of the Pelasine and "Long Back" Collars

Charmingly Exemplified in a Collection of Neckwear Just Arrived from Paris

NOW ASSUREDLY Spring has made up her mind to stay with us, and already she is chasing furs to the dim seclusion of cedar wood chests and the icy regions of cold storage, so the question of pretty neck fixings becomes of paramount importance, not only for dresses, but for suits.

And it is a most delectable assemblage of new collars that Fashion has designed for your Spring-time wearing—collars that complete the picturesque note that is struck by the wide skirts and tight little bodices that are borrowed from the modes of 1830. The veritable cape collar of that same period is pre-eminent, and with it all manner of chic models which show greater length at the back than in front.

Illustrating these effects is a superb collection of dainty Paris models, a most exquisite array, breathing the very last word in fashionable neckwear and adorned with the most beautiful handwork—both embroidery and laces.

There are cape collars made of net, scalloped and beautifully embroidered, wider on the shoulders than at the back, giving a very pretty line. There are net collars embroidered in Limerick designs and dainty, fine collars of the sheerest organdie, pleated at the back, some having roll or wired collars and some inserted and edged with real Valenciennes and filet laces, and for such artistic designs and elaboration of workmanship the prices are most moderate, ranging from \$2.50 to \$10.00.



Immense and Most Interesting Display of \$25.00 Dresses for Women Showing All That is New and Modish and Affording the Greatest Variety Ever Offered in The Store at This Price

FIRST YOU MUST RID your mind of all the usual ideas of \$25.00 dresses, for these are something quite out of the ordinary. Plans were made some time ago for this display, just to show what can be obtained for \$25.00 and our buyer has been scouring the markets for the prettiest, daintiest, most fashionable dresses that have ever been grouped together in the Dress Department for so small a sum. Many of them—most of them really, are samples which, in the ordinary way, would be dollars and dollars more, and their variety is as great as their modishness is pronounced.

There are afternoon, street and evening dresses in all the fashionable silks—taffetas, satins, crepe de Chines, crepe meteoers, corded silk, Shantung, foulard and Georgette, alone and in combination, a special feature being the gayest, brightest little frocks in striped and checked taffetas and foulards, suitable for wear in the house now and for out-of-doors later. These have a most alluring quaintness, some of them with the wide bell skirts of 1830, some of them flounced and rippled and corded in most enchanting fashion.

Transparent bodices, aplenty there are, often made of Georgette veiling, metallic embroidered ribbons and dainty laces in most enchanting fashion. The new full sleeves and sleeves that end in lace frills just below the elbow, stand sponsor for that newness, also the demure rather tight, pointed or jacket bodices. Metallic embroidery is used with great effect often on skirts as well as bodices, and the evening dresses which are frequently fascinating confections of net and taffeta or satin are resplendent with metallic lace and gold and silver galons.

The colors are lovely and include the modish rose, soft mauves and blues and misty grays, the last often given character by a touch of rose or pink or nattier blue, as well as the more ordinary navy and black and quaint combinations, such as old gold and brown, green and blue, etc. Special display at \$25.00.

CREPE DE CHINE AND TAFFETA \$25.00



CREPE DE CHINE AND SATIN \$25.00



Some of the Special Attractions for Tuesday

Horrockses Famous Cotton in Wide Variety Just Arrived

News of interest to many a housewife should be this announcement of the arrival of a big shipment of Horrockses longcloths, pillow cottons, cambrics, flannelette, etc., for the war has caused a scarcity of these materials for several months past. There is now as large a stock as ever, but we advise purchase now while the opportunity lasts, because future shipments are doubtful.

Horrockses heavy white cotton, 36-inch, at 12 1/2 and 15c a yard.

Horrockses longcloths and cambrics, 36-inch, at 15c to 20c yard.

Horrockses bleached twill cotton, 36-inch, at 20c and 25c yard.

Horrockses white flannelette, 36-inch, at 15c.

Horrockses striped flannelette, 36-inch at 20c and 30c yard.

Also fine English nainsook, 36 inches wide, 10c, 12 1/2c and 15c yard; 42 inches wide, 12 1/2c to 15c yard.

House Linens and Blankets

Lace trimmed scarfs and pillow shams with strong lace insertions. Sizes 17 x 54 and 32 x 32 inches. Each, 35c.

Scotch huckaback linen bedroom towels with plain borders and hemmed ends. Size 18 x 38 inches. Pair, 50c.

Full bleached English sheeting, plain even weave, medium weight, 30 inches wide. Yard, 22c.

Heavy white American crochet bedspreads, in several good patterns, hemmed ready for use. Size 77 x 87 inches. Each, \$1.58.

American silkline comforters, printed cotton, well filled with soft white cotton. Size 72 x 78 inches. Each, \$2.00.

Fancy crib blankets in blue and white or pink and white, in several animal designs. Size 36 x 50 inches. Each, \$1.00.

Rough brown Holland linen, suitable for boys' wash suits, rompers or women's aprons. 29 inches wide. Yard, 20c.

Full bleached linen damask table napkins in several patterns. Size 20 1/2 x 29 1/2 inches. Per dozen, \$1.75. Second Floor, James St.

36-inch Cretonnes and Shadow Cloths at 19c Yard

A balance left over from the "Brighten-the-Home Sale" has been added to a shipment that came in too late for the sale and will be offered for clearance Tuesday. There is a good selection of stripes, allovers, etc., suitable for curtains, covers or light draperies. All 36 inches wide. Special, yard, 19c.

New Casement Cloth

Just arrived from England, natural colored silk and wool casement cloth, an ideal fabric for curtains in halls, living-rooms, dining-rooms and sunrooms. It is finished in the uneven weave of the raw silk. All 50 inches wide. Yard, \$1.50.

Nottingham Sash Nets, 30 inches wide, in all-over or border patterns, with scalloped and knitted edges. Mostly in white and a few in ivory. Yard, 15c and 18c.

Rope Porteres, for archways, alcoves, halls, etc., made of a heavy chenille cord, in a good design. Choice of red, dark olive green, brown, Empire green or red with green. Size 7 feet wide by 7 feet long. Each, \$3.00.

Blewell's Grand Rapids Carpet Sweepers, fitted with "Cyclo" ball bearings and rubber corners. Complete with handle, each, \$2.00.

Flags of the Allies, size 12 x 17 inches, mounted on neat sticks with gilt spear tops and printed on good quality of soft cotton. The countries included are England, Scotland, Ireland, France, Belgium, Russia, Serbia, Canada, Italy and Japan. Each, 10c. —Fourth Floor.

THE T. EATON CO LIMITED