

STORE OPENS AT 8.30 A.M. CLOSSES AT 5 P.M.

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., and 1, 4, and 4.40 p.m.

ON Monday the special feature of attraction in the Formal Showing of Spring Millinery will be Dress Hats. Tuesday—Ready-to-wear Hats Wednesday—Misses' and Children's Millinery of all types Thursday—Untrimmed shapes—Second Floor, Yonge Street

THE FORMAL SHOWING of NEW MILLINERY for SPRING

on MONDAY AND FOLLOWING DAYS

New Ribbons To Greet The Spring

Foremost in Popularity Being Narrow Fancy Ribbons in a Host of Alluring Patterns and in a Wealth of Gay, Vivid Colorings—Gold, Chartruese, Jade, Apple and Emerald Green, Chinese Blue, Red and Rose

SUCH gay, bewitching ribbons as have scarcely been known within a generation—so no wonder Fashion has seized on them with avidity for the adornment of almost every article of feminine attire.

And the variety displayed in the Formal Spring Showing of ribbons is amazing, for there are quaint brocaded and jacquard effects, such as our grandmothers delighted in, brocades and embroideries in Chinese and art nouveau effects; striped ribbons galore, big block and figured designs which are essentially of today, and a host of pretty plain weaves with something distinctive in plait or crown edges, metallic borders, etc. For example:

A charming ribbon from Paris, 1 1/4 inches wide, has a plain gros-grain centre, with such a dainty little vine pattern embroidered along its edges. This is procurable in most of the colors mentioned above, and is, a yard, 35c.

Very quaint and effective is a 2-inch French Jacquard Ribbon, its centre having a pattern of tree branches in bud, the border finished with metallic stripe and crown edge. Colors Chinese blue, trench brown, old rose, jac rose pink, green and orange. Price, a yard, 50c.

With a most distinctive chic, and following the vogue for big designs, is a 2-inch Fallie Ribbon, having a latticed raised medallion in a contrasting shade. Colors green, brown, tapestry blue, platinum grey, sand, black and white. Price, a yard, 55c.

Of plain Gros-grain Ribbons from New York there is a most fascinating assortment in jade and apple greens, Chinese red, Chinese and tapestry blues, yellow, gold, chartruese, trench brown, greys, bronze, sand, as well as in staple shades, both pastel and dark hues. Some are finished with picot edges, some with a thread of gold or silver. Widths range from 3/4 to 2 inches. Prices from 15c a yard to 60c.

Wide Fallie Ribbons, so very smart for trimming hats and the making of sashes and girdles to match, in the new mode, are available in all the new colors, 6 1/2 inches wide, at a yard, 89c and \$1.00. —Main Floor, Yonge St.

French Model Dresses Monday at \$55.00 ON SALE AT 10.30 A.M.

OF COURSE the price represents only a shadow of the original amounts. For the models are the actual creations of some of the best known of the Paris couturiers—Jenny, Jeanne Lanvin, Peggy, Chanel, Brandt and Drecol.

The collection includes gowns for morning, afternoon and evening wear, with clever creations in grey broadcloth combined with navy charmeuse, Georgette crepe in the fashionable beige tone, navy blue serge combined with black satin, Khaki-kool in Chinese green, brown Jersey cloth embroidered in willow blue wool, black silk net over black satin, and Georgette crepe in jade green embroidered alluringly in gold thread.

The dresses will be placed on sale at 10.30 o'clock on Monday morning, priced specially at \$55.00. —Third Floor, James St.

For Your Party on St. Patrick's Day

Favors, Decorations, Place Cards, Doilies, Table Cloths, and a Host of Novelties in the Green of the Emerald Isle.

PARTIES GALORE, of the informal, wartime sort, are on the tapis for the "17th." And to give a festive greenness to the scene, here are the indispensable shamrocks, harps and Paddies for the decorating of tea tables, supper tables, and the rooms wherein the festivities are held:

Table sets in crepe paper, decorated with shamrocks and other symbols of old Ireland, include: 1 decorated table cover, 63 x 84 inches; 1 dozen plates; 1 dozen doilies; 1 dozen napkins. Price, 60c the set.

Other sets consist of 1 plain table cover, 63 x 84; one-half dozen decorated plates, 1 dozen decorated doilies, 1 dozen napkins. Price, 30c the set.

Table covers, 63 x 84 inches, decorated, are 30c. Decorated table napkins are 7c a dozen. Crepe paper, appropriately decorated, is 10 feet long, and priced 25c.

Green paper flags, with harp, are 2 for 15c, and, in smaller size, 5c each and 20c dozen.

Small silk flags are 5c each, 2 for 5c and 12c dozen.

Small flags, with pins, are 12c dozen.

Paper hats, in a variety of designs, are 10c each. Streamers, 1 1/2 inches wide, 75 feet long, or 2 1/2 inches wide and 60 feet long, are 15c each.

Garlands of shamrocks and fluted crepe paper, 12 feet long, are 25c; and in all crepe paper, 12 feet long, 2 for 25c.

Green cardboard hats for holding candies, etc., 5c each.

Almond baskets in green and white, 10c each, 2 for 15c, 3 for 10c.

White boxes, decorated with green, 2 for 15c.

Shamrock favors, 5c and 10c dozen.

Cases in the form of small cardboard flags, for the serving of ice cream, salads, etc., are 10c dozen.

Shamrock cut-outs for decorating, 10c dozen; larger size, 6 for 10c.

Glit cardboard harps, 6 for 10c.

Green cardboard hats, small size, package of 12 for 10c.

Place cards, embellished with shamrocks, harps, etc., are in packages of 6—2 packages for 25c.

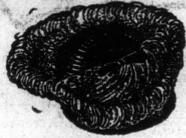
Green, gummed stars, 100 in package, are 18c, 20c, 25c per package, according to size, the smaller the star, the more in the package.

—Main Floor, James and Albert.

The Shopping Service Will Buy For You

HATS, dresses, blouses—whatever you may require for your spring wardrobe, will be selected and purchased for you by one of our experienced shoppers if for some reason or other you are not able to come to the Store to do your buying personally. If you are undecided what to choose, or would like information regarding new styles, or particulars regarding prices, sizes, etc., write to the "Shopping Service," or telephone Main 504.

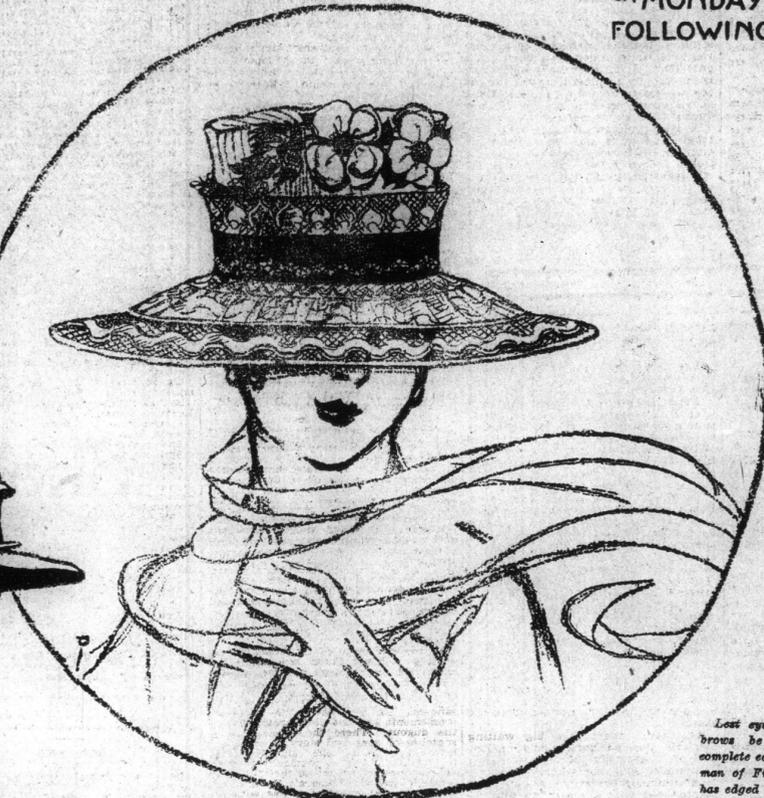
It risked the perils of the sea in its journey to the Spring Showing, this hat below, with a top like a Chinese pagoda. For it came from Paris, from the ateliers of Madame Germaine. Black Milan straw composes it, the wide band strung the crown being of black satin ribbon, embroidered alternately with red poppies, blue cornflowers and white daisies. The black net parasol is bordered with same ribbon.



On the principle that contrasting dispositions frequently result in happy companionship, Bendel of New York allies in the clever little hat above the shiny smoothness of licre straw with the fluffy softness of ostrich feathers. The view here is of the back of the hat, where it flares up to relieve the general flatness.



The huge bow perched bird-like on this black Milan turban sustains the thought of doves and seagulls in the color of the ribbon, which is an exquisite greyish taupe. It is a model from the well-known Gage of New York.



Last eyes and eyebrows be cast into complete eclipse, Kurzman of Fifth Avenue has edged the brim of this millinery mushroom with transparent horsehair lace. The crown and brim are of shirred Georgette crepe in cameo pink, the band is of black ribbon, and the fastenings are pink and blue.

WEARY OF WINTER, tired of heavy toggery, bored with the familiar charms of the headgear you've been wearing through sunshine and snowstorm since early October—is there not cheer in the prospect of donning some new beguilement of straw and style? What hats, then, will you choose?

To make selection easy, to inform you of the AUTHENTIC MODE in Paris and New York, the Show Windows and Millinery Department will present in formal array on Monday and the days following a superb and extensive collection of

DRESS, TAILORED AND SPORTS HATS.

The tall, stovepipe crown—the wide, undulating brim—the odd turn-up and turn-over turban—the sailor that rolls up roundly or spreads out straight—the numerous variations of the tricorne effect—and, above all, and more than all, the mushroom droop, that characterizes three out of every five hats in the season's offering—all these features of the Spring vogue will be exemplified in a gay galaxy of models bearing on their head linings such magic French and American labels as

- GERMAINE LOUISON HERMANCE REBOUX KURZMAN BENDEL SAGET CASTLE FERLE HELLER GAGE RAWAK CUPID

You will notice in the showing the absolute ubiquity of Georgette crepe. Here it is employed for a crown, there it faces a brim, and here, there and everywhere it composes entire hats. As for straws, they are chiefly of Milan, fine tagel and lisere weaves. What is known as chrysanthemum braid—like a straw chenille—is in high favor. And for dress headwear an edging or flaring frill of horsehair lace is immensely chic.

Trimnings are simplicity itself in their manner of application, but diverse as a milliner's wit in the form they take. Some of the most popular are quills—wound round a crown like a band—massive bead cabouchons, artless little wreaths of flowers, soutache braiding, odd stitchery in heavy silks, towering ribbon bows, burnt ostrich mounts, and ostrich tips and bandeaux arranged in some piquant, unexpected way. And where sports hats are concerning, 'tis Chinese rings, tassels, embroidery, and vivid bright coloring that are the fashionable fancy.

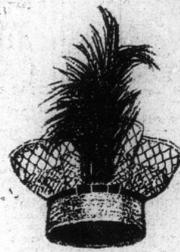
BLACK, BEIGE, BRASS, CITRON, GREY, GREEN AND ROSE.

These are the colors that play the leading parts, with navy blue, nigger brown and purple lending an able support, and cameo pink introducing an artistic touch of novelty.

Large, small and medium hats, vie with one another for first place in popularity. But La Mode is in a liberal mood and favors none to the exclusion of the other. Milady may set forth to a garden party in a hat with a brim that swirls wide as the hats that Gainsborough loved to paint, and next morning go a'shopping in a turban that is as devoted of brim as a nightcap.

—Second Floor, Yonge St.

THE T. EATON CO. LIMITED



One of the much-talked-of "Castle" hats which Mrs. Fernon Castle is wont to wear with such piquant grace. The turban itself is black Milan, the top of the crown black satin, the flaring frill of the new horsehair lace, and the mount, set Indian-turban fashion, is of burnt ostrich.

You were Inquiring?

"Garden City."—Then it must have been only a half-hearted search, Mademoiselle. Perhaps your thoughts were too full of bulbs and seeds. For the pattern books here sketches galore of sports coats. If you will send your really-truly address the little fashion sheet, "Good Dressing," for March will be mailed to you. In it are illustrated four or five designs that would work out charmingly in your pink and white Jersey silk. The patterns are 15 cents each.

S. E. M.—Brown embroidery on Holland linen—it sounds entrancing, especially if you add a touch or two of Chinese blue and green. The best thing to use for the purpose would be Royal Society mercerized rope at 2 skeins for 5 cents.

Nancy Jane.—"Useful and plain, but not too homely"—the cap just fits the khaki linen knitting bag featured, 50 cents. It is made in the popular basket style, with open top and a strap that clings securely to the arm—holding the wool conveniently in place while the knitting is going on. A red cross of satin ribbon is applied to either side. The same style may be had in green repp lined with rose silk, at 75 cents, and a green repp bag with ring handle and rose silk lining at 95 cents.

"Perplexed."—Over which of the new sports colors to have for your sweater coat? It's like trying to choose between nasturtiums and sweet peas, isn't it? Well, a smart coat in brush wool, with collar, cuffs and sash of white, may be had in gold, rose, emerald green and Saxe blue, the price being \$7.50. A plain knit coat at \$5.00 is featured in rose, Copenhagen blue and emerald green. The collar and sash striped with white. Another coat knitted in the same plain stitch has a sailor collar, and is procurable in gold, rose and emerald. The collar, cuffs and sash show a narrow stripe of white. The price of it is \$9.50. Which seems to appeal to you most?

The Scribe.