

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.

# EATON'S DAILY STORE NEWS

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.

TODAY---THE THIRD DAY

## The Formal Presentation of Springtime Modes

Continuing the Display of All That Fashion Deems Smart in Hats, Suits, Coats, Dresses, Blouses and Skirts for Women, Misses and Children

Your Attention is Specially Directed to the Following :

A Beauteous Array of Model Dresses for Women by Such Members of the Grand Couture as: Lanvin, Collot, Premet, Bernard, Jenny, Paquin, Cheruit, Royant, Doeillet, Gabrielle, Beer, Tolmann, Agnes, and Havet, Arnold, Together With Some of the Foremost Designers of New York



And come they whence they may, 'tis the same tale that all these charming confections have to tell—a tale of straight lines and a greater simplicity. In a word, the new gowns are more practical, more wearable than they have been for many a day, and this while losing nothing of the artistic effect for which the great designers are famous.

In accordance with the demands of the moment, evening gowns

### Separate Skirts of a Delightful Simplicity

Showing Many and Diverse Ways of Attaining the Slender Silhouette, with an Unwonted Variety in Materials, Silks Being Very Prominent.

They follow a very conservative model—these new skirts—full enough to be graceful and practical, but giving in their subtle lines the general effect of slimmness. Tunics, both short and long, are cleverly utilized to obtain this effect, while the diagonal line is one of the very new features.

Where tunics are not, yokes, small pleats and panels play their part; sashes and narrow girdles are almost universal, and the re-appearance of tucks is hailed as the greatest innovation.

Many of the skirts, though simple of line, are destined to form part of an artistic costume, and to this end they are made of such soft pretty silk as crepe de chine, pussy willow, foulard and satin. Other materials are fantasie (a new crepe silk), baronet satin (sheeny and lustrous for sports skirts), washing broadcloth (a fine silk), gingham, and striped taffetas, moire crepe, khakikool, tricolette (a knitted silk weave), and Moonglo.

For the tailored skirts serge, gabardine, tricotone and poplin are the favored materials. The prevalence of white, especially in the washing silks, is very marked, while soft, harmonious plaids, black and white, navy and castor are much in evidence. Prices range from ..... \$12.50 to \$50.00

—Third Floor, Centre.

have been relegated to the background, their places having been taken by simple dinner gowns, usually of net or some diaphanous material, high at the back, and with short sleeves.

It is in the making of afternoon gowns that Fashion has put forth her greatest efforts to charm and please. They are frequently fashioned of such softly falling materials as printed Georgette, indestructible voile, or crepe chiffon, and the artistic skill of the French is delightfully apparent in the cunning manner with which brightly colored silken sheaths gleam through mists of bisque and grey, which, by the way, are usually embroidered with beads or wool to give emphasis to the color contrast.

### These Also Are Distinctions of the New Mode.

The use of two materials, quite often in contrasting colors, are very noteworthy innovations—satin and Georgette; or broadcloth, Georgette and foulards, or taffeta; crepe de chine and chiffon. And here the vogue for tunics and for panels plays its part, and sometimes quite frankly with no other excuse than the originality of the idea, the upper part of a dress will be a different color and material from the lower.

Short sleeves and the collarless neck are two of the notes that Paris strikes in the new modes, though since Paris is bound by no conventions, collars are also to be seen in numerous shapes and sizes, some of them up to the chine, yet in all cases the neck line

is higher than it has been for some time.

The waist is no longer apparent, for dresses hang in perfectly straight folds, but belts and girdles are usually lower than the normal waistline, the spiral line of the tunic, which is new, giving some definition of the figure.

Fashion is wedded more closely than ever to the tailored dress, and it may be seen as a garment with the extreme smartness and distinction of the semi-princess line—with a tunic like a redingote or as a perfectly straight garment of monkish appearance held at the hips by a belt, embroidery stitching and many buttons redeeming it from severity.

Jersey, serge, gabardine, tricotone, the new tricolette (a knitted silk jersey), etamine (wool scrim), are the materials most in favor.

In a distinct category are the sleeveless jumper dresses (for sports wear), simple gingham, taffetas, foulards, washing silks, and gingham voiles, while pique has once more made its appearance in dresses for morning wear. Prices range from \$45.00 to \$150.00.



### Pretty and Serviceable Coats for Babies' Spring Wear

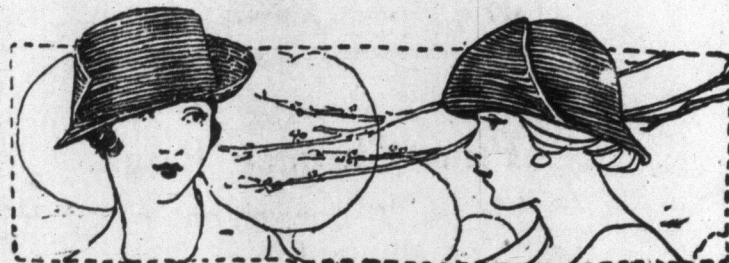
For spring wear, baby will probably need his wardrobe replenished with a coat or perhaps a jacket. There are some very interesting values obtainable—little coats and jackets which are warm and cosy, yet suitable for spring wear.

Infants' Long Union Cashmere Coats, made with deep cape, neatly embroidered with silk flossing, and skirt of coat embroidered to match cape. Some fasten with silk ties, others with buttons. Price ..... 3.95

Infants' Long Cotton Bedford Cord Coats, made with embroidered cape, finished with neatly scalloped edge. Price ..... 3.00  
Infants' Dainty Hand Crocheted Bootees, trimmed with pale pink or blue to match the jacket. Price ..... 45  
—Infants' Wear Department, Third Floor, Queen.

### New and Modish Designs, in Untrimmed Hats for Today in the Formal Showing of Spring Millinery

The Mushroom Sailor, the Wide Brimmed Sailor, the Small Poke and the Toque with the brim flaring back from the face being featured in all the variety of smart weaves and colors.



### 8.30 Special in Untrimmed Straw Shapes at \$3.95

In Lisere and Milan-Tagel, they consist of sailors, large and small; mushroom, turbans, tricomes, dress shapes, and matrons' hats. Colors taupe, sand, navy, tan, trench, black, brown and pea-sock. Special value ..... 3.95  
—Second Floor, Yonge St.



### Immaculate Neckwear of Pique

For crisp smartness there's nothing quite like pique collars and cuffs, and these of the finest white pique imaginable are made in exceptionally modish and becoming styles. In a narrow notched shape and separate collars with pointed ends, with a little pique strap buttoning across the front. Another deep sailor collar has trimming of tiny pearl buttons at each corner, while a third design, with pointed fronts, is octagonal in shape. In other charming styles as well, these separate collars are priced from 50c to \$1.50

Of the same quality pique are collar and cuff sets, made with pique on both sides, a noteworthy feature to those of economical tendencies. The collars are long and narrow, in tuxedo (high roll or round backed) and shawl shapes. The cuffs are flaring, round, or plain straight bands—and the sets are all beautifully cut and finished. There are six or seven different shapes to choose from, all of them equally modish, and ranging in price from 75c to \$1.50 per set.  
—Main Floor, Centre.

### Blouses Are More Captivating Than Ever.

Exploiting the Round and Square Necks, Which Are Frequently Guileless of Collars, Vestees, Frills and the Side Fastening, as Changes of Moment and Fashioned in Nine Cases Out of Ten of Georgette or Crepe de Chine.

Add to this catalogue of attractions that by far the vast majority of the blouses are lavishly adorned with embroidery in wool (and wool and Georgette make a very fascinating combination) or in silk or with quaint little patterns in silk or colored beads, and you'll gather some idea of the charms of the blouses with which Fashion delights her clientele. Truly never have they been more charming, simpler or more artistic.



The slip-over-the-head Blouse and the surplice may be seen in various forms. In colors, pastel shades, bisque, seagull grey, peach and rose embroidered in a contrasting color, lead the van, while the darker colors that match the fashioned hues in skirts and suits are also to the fore. Prices range from ..... 5.00 to 55.00  
—Third Floor, Yonge St.

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