

EATON'S DAILY STORE NEWS

What Are Your Spring Clothing Requirements This First April Day?

The great clothing stocks of this Store have been restrengthened for the first Saturday of April.

Such scope is presented in these wonderfully varied assortments that the man who would pay as little as ten or twelve dollars for a suit, and the man who demands the very best of ready-tailored garments, can be equally well and satisfactorily fitted. Both in the new spring clothing of our own make and in the carefully chosen stocks from foremost manufacturers, there is displayed only what is new and approved in fabric and style.

HERE IS BRIEF DESCRIPTION OF SOME OF THE NEW GARMENTS:

Fancy Worsted Suit at 12.50—A tastefully designed and well-tailored single-breasted sack suit in new spring materials: browns, olives and greys, showing neat stripe effects; Italian cloth body lining; sizes 36 to 44.

Excellent Choosing at 15.00—Stylishly-tailored Three-button Sack Suit, with nicely shaped lapels and close-fitting collar. Choose from an immense range of new stripe patterns on pleasing grounds of strong drab, olive, grey and brown. Serviceable twilled Italian cloth linings; sizes 36 to 44.

Our 12.50 Navy Blue Suit—Made from our own specially woven "Eaton serge," a soft twill-finished English cloth in a desirable blue shade, fast indigo dyed; three-buttoned single and double-breasted sack coats with broad, long lapels and close-fitting collar; twilled body lining of good wearing quality.

Waterproof Coats

AT 11.50—Fine Olive Paramatta Cloth Coat, with Raglan shoulder and Talma pockets, buttoning close at neck with military collars; seams are all sewn.

AT 13.50—Raglan Waterproof Coat, in reseda, green and fawn English Paramatta cloth; strapped or raised seam effect.

Some of THE EATON BRAND Suits

In this superb clothing service the haircloth interlining is run clean down coat fronts from top to bottom; the collars are hand made, lapels hand padded, button-holes hand worked.

AT 16.50—Imported British worsteds, in dark olive shades with small broken check patterns; single-breasted sack coats with best of linings and interlinings.

AT 18.50—Imported English worsted material, in a slate grey shade, with colored pin stripe running through it; three-button sack coats; best of workmanship.

Black Suit, in a three-button sack model of conservative design, with fairly broad lapels; made from an English vicuna cloth, and lined with twilled Italian cloth. Price 15.00.

AT 18.00 AND 20.00—Extra quality imported black vicuna cloth, made up into stylish three-button sack suit; haircloth and French canvas interlinings and best of body linings.

MAIN FLOOR—QUEEN ST.



In Spring, Fancy Lightly Turns to Thoughts of Cleaning House

WHEN Spring comes, sweeping the earth with her life-giving sunshine, clearing from the dark corners the remnant snows of winter, spreading a carpet of fresh green blades, and hanging the trees and hedges with buds bursting into soft-toned drapery, then are we accustomed to follow Nature's example. We turn to the freshening and beautifying of our dwelling-places. House-cleaning is an essential part of reasonable existence.

TIME'S MELLOWING INFLUENCE

Every year the task becomes less arduous. The housewife who lives and pursues her duties in this second decade of the twentieth century numbers many blessings. The ingenuity of the ages has brought countless offerings to her door. Invention has dealt drudgery a hard blow, and whereas muscle and perseverance were once the chief means of keeping an establishment in order, an intelligent selection of appliances is now the main requisite. That stormy period on the domestic calendar known as "Spring cleaning," when a general upheaval of all that makes for family peace and comfort was formerly wont to occur—such a time has been shorn of its horrors. Rooms now lie practically undisturbed, and those who wield the brush and duster are no longer bowed to the ground with weariness.

THE RESOURCES OF THE STORE IN RESPECT TO THE MATTER

To begin with, there is the "Automatic Vacuum Cleaner," a tried and proven device for the extraction of dust and dirt from carpets, upholstery, curtains, mattresses, without moving any from their place. It is sufficiently light in weight to be easily carried up and down stairs, and requires only a child's strength for the working. The absolute and complete manner in which the machine draws away every particle of dirt that lurks in an apartment is only understood when the power of suction is realized. The price of the "Automatic" is twenty-five dollars, a less sum, possibly, than the cost of once removing and cleaning rugs and hangings by ordinary method. And the cleaner will serve a lifetime. It is being demonstrated daily in the Curtain Section on the Third Floor.

In the adjacent Paint Section will be found the sundry tools and prescriptions for the proper care of woodwork and floors—for the former ready prepared paints, enamels and varnishes, with correct brushes for the easy application of the same, and for the latter a capital floor restorer to be used in conjunction with the well-known "Diamond E" wax, which in turn is rubbed to a polish with a special weight brush. For oiled floors we have provided a convenient can-like arrangement with long handle, from which "Lustrine" oozes gradually, and is rubbed in with an attached cushion, and for the preservation of linoleum is the well-recommended preparation, "Linolustre." Diamond E Floor Lac, and Diamond E Varnish Stain, that accomplishes the dual operation of staining and varnishing in one application, are two admirable productions, the first designed for the treatment of floors in imitation of hardwood, and the second for the renovation of old furniture, picture frames, wainscoting, etc.

On the Main Floor, the Drug Section contributes some valuable items to the list of labor-saving devices. "Dustbane," a sanitary sweeping compound, a substitute for the old-time sprinkling of salt or tea leaves; "Dutch Cleaner" and "Taylor's Quick Cleaner," for the scouring of paint and marble; "Powdered Ammonia," for sinks; our "Electric Soap," for scrubbing; "Shinec," for window-cleaning, and our own brand of "Furniture Polish."

THE BASEMENT COMES TO THE TOP

Here you get fibre and galvanized pails of the best sort, stair whisks, a clever little brush for radiator pipes, scrubbing brushes of the newest design, a splendid type of ladder, with iron bolts securing each step, and first, perhaps, in interest, a trio of sanitary contrivances, viz., a dustless brush for polished floors and linoleums, chemically treated in such a way that all dust is absorbed instead of being scattered, with a string mop head and a cloth duster boasting the same characteristic. This hygienic absorption of dust seems the laudable aim of all late effort in the direction of household devices.

Equip yourself here for this campaign.

BOYS' SUITS Prepare For School Again!



Three-Piece Suits, stylishly tailored from imported fancy worsted materials. Neat striped pattern in a pretty shade of smoke grey. Double-breasted coat, knee pants, Italian body linings; sizes 29 to 34. Price 7.50.

Navy Blue Three-Piece Suit of an English clay twill worsted. Beautifully tailored in the double-breasted style, with stitched cuffs, knee pants. Superior quality body linings; sizes 29 to 33. Price 7.50.

AT 10.00—Three-Piece Suits cut from new importations of English worsteds of very fine quality, great variety of patterns in the season's newest shades of grey, brown, and fawns. Coats double-breasted, two and three-button, showing long lapel, knee pants, sizes 29 to 34.

Bloomer Suits, the season's most promising fashion in boys' wear. Made from an imported tweed in a pretty shade of grey, with striped pattern. Double-breasted coats, loose fitting bloomers, strap and buckle fasteners and belt loops; sizes 29 to 33. A particularly attractive value at 5.00.

BY CORY MILVERT

DESIGNED BY THE EATON STORE

The Spring Overcoat

Three examples of the splendid range of values:

AT 12.39—Single-breasted Chesterfield Coat, about 45 inches long, of imported black vicuna cloth in a pleasing soft finish. Body of coat lined with a good quality twilled silk, Glassade sleeve linings; sizes 34 to 46.

12.50—Fancy chevrons and worsteds; one a medium light grey herringbone diagonal weave made up in buttoned-through effect; others in fawn chevrot and oxford grey worsted diagonal herringbone, cut in fly front Chesterfield styles. Linings are of a good wearing quality; sizes 34 to 44.

15.00—Fine English worsted fabrics, a grey shade diagonal weave, with Celtic stripe, or a plain weave in an olive slate shade. 45 inch single-breasted Chesterfield coats, well lined with Italian cloth; sizes 34 to 44.

Young Men's Suits

Such care and discrimination is exercised in our selection of clothing for young men that satisfactory choosing is assured all tastes.

AT 12.50—Single-breasted Suit with slightly dip front coat, showing long, shapely lapels. A dark grey and black small checked and worsted with colored pin stripe of green; sizes 32 to 37.

14.00—Double-breasted Suit in a fancy worsted; three-button coat, with long lapels. Choose from olives and stone drabs, with pin stripes of green. Trousers cut full at thigh and peg top style; sizes 32 to 37.

15.00—A splendid range of the new browns, greys and slates, some diagonal woven effects in the fabrics. Single and double-breasted coats with long graceful lapels and close fitting collars; the single-breasted having slightly dipped fronts. Best of linings; sizes 32 to 37.

English Footballs for Senior League Games, \$2.50

Just arrived, a large shipment of English footballs, made by Frank Bryan and Co., London, England. These balls are of best English leather and perfectly shaped. They are used in many of the Old Country League games, and are exceptionally good for the moderate price. Two styles: the "Croydon" in plain, smooth leather; the "Shire" is pebbled grain leather. Either one would prove an excellent ball to adopt for Senior League games. Our price 2.50.

Other Footballs range in price from 1.50 up.

Shin Pads .30 to 1.35.

Ask for a copy of our Special Sporting Goods Catalogue; it contains official Eastern League Baseball Schedule.

—FIFTH FLOOR.



Suspenders To Go at Less Than Factory Cost, Pair 25c

Leading manufacturers' entire stock of high-grade Elastic Web Suspenders, in fancy designs, stripes and plain colors, made of extra fine elastic and lisle webs; dome fasteners with kid ends, some of which are matched same color as webbing; others with patent detaching fixtures and gilt slide buckles. All to be cleared at less than factory price. Per pair, .25.

Men's Fine Silk Ties

Bright and suitable colors for your spring suit made of imported silks, four-in-hand with the folded end and French seam style. These are broken ranges from our Easter stock. To clear at .17.

Manufacturer's Stock of Fine Neglige Shirts

He needed the money—that's why we can turn them over to you at this price. All new spring patterns in plain blue chambray, plain white with pleated bosoms, and fancy designs and figures; sizes 14 to 17½. To clear, .59.

1800 Only Men's Merino Underwear

Cool and light for summer wear, made of English merino, sky blue, pink and natural color; with pearl buttons, small, medium and large sizes, shirts or drawers. These are manufacturer's over-makes. Per garment, .37.

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THE T. EATON CO. LIMITED