

Addressing, Manicuring and Shiropony Sections on Second Floor, Yonge St. Annex.

EATON'S DAILY STORE NEWS

Mark Envelopes for Mail Orders for Goods on this Page "City Ad."

Formal Opening Display of Our Complete Stock of Men's New Spring Apparel Takes Place Monday

Features of the showing are: Superior workmanship—very wide range of materials—new styles and ideas—greatly enlarged space for showing goods.

Never before in its history has the Store been in a position to give the shopping advantages it offers in clothing and furnishings this year, for never before have we had a stock as large, as complete or as varied as that which we invite you to see Monday; and the values we are offering have never been surpassed, as the few items we mention demonstrate.

The Showing of Clothing For Men and Boys

In Men's Spring Clothes this year, worsted materials will predominate in popularity. These include a wide range in greys and browns. Serges and chevots will also be largely worn in the always popular lines. The worsted materials run chiefly to small checks and invisible designs, wide stripes and pronounced effects in colors being dropped this season.

In our large and varied stock will be found worsted suits that will strongly appeal to men who dress with the utmost care—dark greys and browns, with small soft stripe effect, fancy diagonal weaves and small pin checks, besides a choice stock of finely-finished chevots and soft fine twilled serges.

Men's Coats this year will be more in the form-fitting idea, and the new coats, while slightly narrower at the shoulder and waist, will be sufficiently roomy to be comfortable. The coats you will see on exhibition here on Monday have a natural shoulder, a close-fitting collar that makes for a very neat and dressy appearance, and a lapel of pleasing shape and length. The popular single-breasted sack coat is of medium length.

Following are descriptions of a few selections from our enormous stock:

"EATON BRAND" Suits of quality, tailored from an all-wool British worsted navy blue diagonal weave in a fine twill, soft finish that will not readily show, single or double breasted, new spring models finished in our best style, linings and trimmings of best quality. Sizes 34 to 44. . . . \$16.50

Navy Blue Suits, our finest qualities, made from British material, soft fine twill diagonal woven worsteds, indigo dye, single or double breasted sack styles, with fairly long well shaped lapels, close fitting collars and shoulders that are nicely built up, fine twill linings. . . . \$20.00

New Spring Patterns, very neat, small line check on a dark grey ground with a faint green thread stripe. The material is an English worsted of nice texture and clean weaving. Single breasted model diagonal and built to sustain the "EATON BRAND" reputation. . . . \$18.00

Irish Serge Suits, genuine Blarney fabric in pure all wool soft cheviot finish, navy blue fast dye, tailored in a young man's single, breasted model with a neat lapel and smart cut front, trousers are newest style with cuff on bottom, loops for belt. . . . \$19.50

Men's Spring Suits, two rich new colorings, one is a medium shade of brown, the other a mid-grey diagonal woven pattern two-toned effect, very dressy and clean wearing, single breasted sack, good length, well tailored, best linings. . . . \$16.50

The New Spring Overcoat

Quality in Coats for Men—The quality of the goods and the superior and finished workmanship is what will most impress those who visit our clothing department. The feature of the display is the "EATON BRAND" clothing, a product of our own workrooms. The fabrics are all of the finest quality English worsteds and Scotch chevots and serges. The linings are a high quality diagonal weave material and are designed with care and precision to retain the shape of the coat. The fronts of the coats are reinforced with hair cloth and canvas, cold water shrunk, and the shoulders are hand moulded.

Spring Overcoats "EATON BRAND" hand made, in all essential points; lapels and collars are shaped and worked by skilled tailors; single-breasted fly front; favored length; silk lined throughout body and sleeves. The material is a pure wool cheviot-finished

tweed, showing a fine diagonal weave. A high-class garment at a moderate price. . . . 18.00
Spring Weight Coat, in mid grey, with black, forming a small diagonal pattern stylish tweed effect; single-breasted, with self collar, flap

pockets, wide stitched edges, choice trimmings. . . . 12.50
A Favored Spring Overcoat, diagonal weave, mid grey and black; fine soft rich finish, three buttons, tailored in excellent style with first quality linings. . . . 15.00

Black Vicuna Cloth Overcoats, rich dull finish; a fabric that holds appearance and color; a perfect model in single-breasted Chesterfield with self collar; close fitting neatly shaped lapels and well built up shoulders; silk lined throughout. . . . 15.00

Dressy Spring Suits for Boys—a Few Splendid Values

There is an individuality and distinctiveness in these clothes for boys that is sure to please parents, and the care and attention devoted to their manufacture assures satisfaction. The materials are long-wearing English worsteds, in neat grey and brown effects, and fine navy blue serges and chevots. The linings are of good quality, and the values are excellent.

Smart styles for particular young chaps, 3 and 4-button model, entirely new designs, lapels are long and smartly fashioned, coat is a trifle longer than ordinary and has side vents. The colors are a light brown with red and grey and red and green alternate stripes, 1/2 of an inch apart, the other is a dark fawn pin check with self stripes 1/2-inch apart. Bloomers are full and easy fitting, sizes 29 to 33. Price. . . . \$8.50

Navy Blue Suits, fine clay twill worsted, rich smooth finish, also a soft cheviot finished serge, pure wool and Indigo dye, double breasted coat, latest 3-button style, nicely modelled lapels and shoulders. Bloomers are finished with strap and buckle and have belt loops at waist. . . . \$10.50

High grade suits made from English fancy worsted, a striking pattern in brown and green tinted small check with green thread and broader stripe of black, also a pretty greenish grey shade with green and black alternate stripes one-half inch apart. Double breasted coat, buttons low with the new long lapels, side vents, flare back. Bloomer trousers in latest fashionable cut. . . . \$12.50

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Soft Shirts for Spring and Summer

The higher priced lines in the cambrics and zephyrs include the outing shirts with soft turn-down collars in pretty blue, grey and mauve mercerized materials.

Our Specialty, Men's High Grade Shirts, the cream of the American factories, the neat and more pronounced patterns for spring wear, in spots, figures and stripes, well tailored, perfect fitting neck-band and of good service; sizes 14 to 17. Monday, each 2.00

Spring Outing Shirts, correct in cut and fit, turn-down collar, in new shades of blue, grey and mauve, in a fine mercerized material that will give good wear and retain its colors with a fair amount of proper washing; sizes 14 to 17. Monday, 1.25 to 1.50 each

Negligee Shirts, of good washing materials, plain negligee and pleated bosoms, small cuffs attached in a full assortment of stripes, light and dark effects; sizes 14 to 18. Monday.75
A dressy Negligee Shirt, spring patterns, stripe effects, cuffs attached, coat style, Canadian make and made to fit; sizes 14 to 18. Monday.1.00
Men's Shirts bought in New York, comprising the most up-to-date cambrics and zephyrs, Americans' latest designs, coat style, stripe effects, a wide range of patterns; sizes 14 to 18. Monday.1.50

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Collars for Men and Boys

For this Spring's trade we have the best assortment of Men's and Boys' Collars we have ever carried, including all the standard and popular styles, especially the close-fitting fold types. They are made by leading manufacturers, and every collar is guaranteed. In all the popular heights and sizes. Our leader is 1.50 per dozen, or, each.12 1/2

As an attraction for the formal Spring Opening, there'll be a demonstration of the "Eaton" suspenders—the price is per pair 5 c.

New Hats for Spring

We have ready one of the most extensive ranges we have ever shown. Besides the new shapes in Derbys we are showing the latest American novelties in soft hats, including the new fawn flat brim telescope shapes.

The best products of the leading English and American hatters are to be found in our showing for spring.

A Man's New Derby Hat by a leading American maker, flexible felt that will conform to the shape of the head, full crown and neat roll brim, Russia leather sweatband, a comfortable and dressy hat. Price.5.00

An English Fur Felt Derby of sterling value with soft brim and medium full brown Russia leather cushion sweats and silk trimmings. Particularly suitable for the middle aged man. Price.2.50

The younger men who like the smaller smarter shapes will find a new one that will please them, narrow flat set brim and full crown, well finished and fitted with cushion leather sweats. Price.2.00

One of the latest novelties in American Soft Hats, medium high telescope crown with flat brim and bound edge, calf leather sweats, colors fawn with dark band, grey with black band and grey with darker grey band. This should appeal to the stylish dresser. Price.2.50

For the Little Gentlemen

Boys' Bulldog Golf Caps, made of assorted worsteds with satin lining. Price.50

The Varsity Cap, with lapped seams and leather sweats, Maple Leaf emblem worked with silk on front, close fitting stitched peak. Price.39

Boys' Hats, in negligee and telescope shapes, in several shades. A nobby, man'y shape for a boy, leather sweats and silk trimmings. Price.75

THE T. EATON CO LIMITED

WANTED GOVERNMENT TO ABOLISH TARIFFS

Peculiar Reasoning of Western Grain-Growers' Societies—a Boomerang.

MONTREAL, March 10.—(Special.)—Mr. Rufus Pope, ex-M.P. for Compton, who has arrived here from his land holdings seventy-five miles east of Calgary, states that the theory that reciprocity would be a profitable thing for grain growers only lasted a couple

of weeks, and they are reasoning out the cold fact that the price of their grain will be regulated on the other side as of old. The western farmers also understand that it is fallacy to suppose that the United States are going to cease being an export country in the present century.

What do you think of the grain growers? he was asked.

"Those societies are springing up as they formerly flourished in Ontario and Quebec, but to give you an idea of the thought they give to public questions it is only necessary to say that the other day they met in Regina and solemnly passed a resolution calling upon the federal government to abolish tariff duties together and take the revenue from the lands. This, of course, was aimed at the large holders, who are waiting for a rise in values, but

the people did not realize that in a very short time these holdings would be sub-divided, and that in the end all the taxation would be levied from their own class, the farmers of the Dominion."

A group picture of Court Weston, C.O.F., will appear in this week's Illustrated Section of The Toronto Sunday World. Extra copies should be ordered early to ensure delivery. For sale by all newsdealers and newsboys.

COCAINE TRAFFIC IN MONTREAL

MONTREAL, March 10.—After trying for over two years to stamp out the cocaine traffic in Montreal, the police authorities will now have an opportunity of prosecuting the vendors under the new anti-cocaine bill, which was adopted in the upper house at Quebec, and which will come into effect at the end of the session. Inspector O'Kette of the morality brigade, and Constables Doucet and Martin, who have been concentrating their attention on the red light district, intend to start a vigorous campaign.

900 IMMIGRANTS COMING.

A cable was received at the Canadian Northern office yesterday notifying them that 900 immigrants will arrive at Halifax next Wednesday on their steamer Royal Edward. Of these the majority will be farm laborers destined for points in eastern and western Canada. British Columbia will receive 100, the prairie provinces 300, Quebec 21 and Ontario the remainder.

J. M. Clark, Ontario Immigration agent, has been working in co-operation with Thos. Howell, Immigration

agent of the C.N.R., and 200 of the immigrants who will arrive in Canada next Wednesday were secured by him.

RIGHTS OF FIREMEN.

W. D. McPherson's bill to give firemen the right-of-way in answering fire calls was approved by the municipal committee of the legislature yesterday.

Prominent Broker Dead.

MONTREAL, March 10.—One of the old-time stock brokers of the city and a man who, while in active business life, was one of the most prominent financial men in Montreal, passed away at 9.30 this morning in the person of James McCallough, at the age of 78. He was unmarried and had no surviving relatives.

VICTIM OF EXPLOSION DEAD.

NIAGARA FALLS, Ont., March 10.—(Special.)—George Garvey died this afternoon from shock injuries received in the explosion at the Ontario power plant last Friday, when three men were instantly killed. Before dying Garvey declared the explosion was caused by natural gas leaking from a pipe becoming ignited by a lighted match in the hands of David Henderson, who was instantly killed.

Dr. Martell's Female Pills

EIGHTEEN YEARS THE STANDARD Prescribed and recommended for women's ailments, a scientifically prepared remedy of proven worth. The result from their use is quick and permanent. For sale at all drug stores. 2460

PILES Dr. Chase's Ointment is a certain and guaranteed cure for hemorrhoids and every form of itching, bleeding and protruding piles. See testimonials in the press and ask your neighbors about it. You can use it and get your money back if not satisfied. 6c. at all dealers or EDWARDS, BATES & CO., Toronto.