

EATON'S DAILY STORE NEWS

Think of Buying a Piano?

Then see the **EATON**. You'll like its artistic, pleasing design. Try it. Note the splendid responsive action. Have it tried—you'll be delighted with the resonant, singing tone. Better than that, we'll place it in your home—in Toronto—where you may give it every reasonable test, and if, after three months' thorough trial, you're not satisfied in every way, we'll refund your money.

The **EATON** goes to you with our guarantee back of it. We're as anxious that you be thoroughly satisfied as you are yourself—that's why we refund your money without hesitation.

MUSIC HALL—FIFTH FLOOR.

Give Your Eyes a Chance

The immense development of our optical section has resulted from the perfect satisfaction given our patrons.

Two Graduate Opticians Are Constantly in Attendance and thorough examination and authoritative advice will be given without charge.

We carefully fit glasses to the special requirements where this is necessary, or where glasses are required for reading or sewing only we can fit you from a very large stock of standard lenses.

Charges are moderate in every case.

SECOND FLOOR—ALBERT ST.

More Interesting News About Eatonias

A glance over this list will give you an impression of the trend of shoe fashions. But an inspection of the new Eatonias we have had designed for 1910 will show with what care and discrimination we've made our selection and what a great satisfaction there is in buying with such an array of style to choose from. We cordially invite you to see them without feeling the slightest obligation to buy. Come now while our assortment is at its best.

YESTERDAY'S LIST FEATURED A FEW LEADING LINES FOR WOMEN—TODAY'S LIST TELLS WHAT IS NEW FOR MEN.

Patent Collar. Decidedly the vogue for smart, fashionable dressers. Made up in Blucher boots and oxfords. Goodyear welted sewn soles, 3.00.

Tan Russia Calf Leather doesn't scuff or peel; the popular shade in boots with plain calf or brown suedes, Blucher tops; also oxfords in variety of shapes. Goodyear welted sewn soles, 3.00.

An Extremely Popular Model which typifies the present fashion of wing tops and short foreparts; selected goat kid; Blucher tops; Goodyear welted soles, 3.00.

A Favorite Street Shoe of gun metal leather; low Blucher oxfords; no slipping at the heel; Goodyear welted, 3.00.

Women's Oxfords For \$1.00

Big saving, complete range of sizes and a good looking, comfortable oxford that means "hurry."

420 pairs of golden brown kid oxford shoes, the very popular color for this season; a neat walking style, Blucher fronts; military heels and extension soles. Sizes 2½ to 7. On sale 8 o'clock sharp, 1.00.

SECOND FLOOR—QUEEN STREET

The Horse Woman---The EATON Watch



The sway and occasional jar incident to equestrian exercise have no effect on the accuracy of the **EATON** watch. It is carefully adjusted at every point. You'll find it on the second after the ride as before.

A delicate compensating balance wheel provides against changing temperatures. A patent regulator makes possible an almost infinitesimal time adjustment; bragues hair-spring; jewels; hardened steel and screw settings, all do their parts in making the **EATON** a little gem of a watch.

You can please yourself from a collection of dainty cases.

Prices vary according to the number of jewels and quality of the case, which may be either gold-filled or solid, in the latter case being sold by weight.

MAIN FLOOR—YONGE ST.

Pretty Pictures Make a Room Attractive

In fact a room without them looks dead. No matter how attractive and expensive the furnishings. For the den and sitting-room we have made a collection from our best selling lines, and marked a low price on them.

Framed Pictures, 29c
Photogravures, Etchings, German Oleographs, of natural scenes, studies in still life, figures framed in gilt and dark mouldings. Sizes up to 16x20 inches. Each, 29.

Novelty Pictures, 12½c
Dainty landscapes, mounted on imitation wood framed with an appropriate motto on bottom of frame, 12½c.

Picture Moulding, 3c
To Go At Half Price. Dainty gilt mouldings suitable for den or bedroom pictures. Bring in the unframed pictures and we will give the finishing touch—with this moulding, 3 per foot.

Mirror, 19c
And one that will be handy for kitchen, bathroom or summer camp; a good quality British plate mirror, neatly framed in a solid wood moulding, and adjustable shelf at bottom. Each, 19.

THIRD FLOOR.

A List of 4c Notions

Shell Hair Barrettes, plain and open work, 4 each.

100 Best English, Japanese Assorted Hair Pins, 4 box.

Horn Turban Pins, shell color, also amber, celluloid turban pins, 4.

1 Dozen Celluloid Hair Pins, smooth finish, 4.

4 Cards Safety Hooks, black or white, 4.

Paper of 350 Brass Pins, assorted sizes, 4.

2 Balls H.B. Lustrous Mending Cotton, 4.

Bunch of Assorted Tape, 12 pieces, 4.

Hair Pads, short lengths, also odds and ends, 4.

Toilet Pins—black and colored pins, 4 for 4.

Hat Pins—white glass tops, 6 pins on card, 4 cards, 4.

Toilet Pins—put up in cubes, baskets, papers, Each, 4.

1 Dozen Mohair Boot Laces, extra strong, 4.

Assortment of bone and soutache buttons, odds and ends of regular stock greatly reduced. Dozen, 4.

MAIN FLOOR—CENTRE

Lace Curtains

Swiss and Irish Point Curtains, 50 inches wide, 3½ yards long, in white only, are made of extra quality net, strong, durable and handsome; all the applique work is carefully finished by hand; they're choice designs, suitable for the drawing-room or sitting-room. Price 4.15.

Tapestry Curtains for Your Doors, 50 inches wide, 3 yards long, made of a heavy well-finished reversible tapestry cloth, are forest green, dark red, empire and myrtle green, while the designs are florals and conventional; this curtain is of a grade good enough for dining-room, parlor or hall. Per pair, 5.00.

THIRD FLOOR.

After-Dinner Mints

A little candy after dinner is quite the thing. It is a fitting finish to the repast, and the best authorities recommend its use. **EATON'S After-Dinner Mints** fill this portion of the bill nicely. A pound, 10.

Chocolate and Maple Nut Cream

This is real tasty. It savors of the candy and toffee nature combined. For moderate priced candy it certainly is good. A pound, 15.

"My Lady" Caramels

A splendid confection and a favorite. They have that melting, satisfying taste so much desired in a candy. A sprinkling of nuts adds to delightful eating. A pound, 20.

Butter Scotch, 20c

That old favorite, the candy with a "smack" to it. The candy that takes us back to childhood. A pound, 20.

MAIN FLOOR—CENTRE

Beautiful Matting's Make Their Bow Wednesday



Not a Moment Too Early Either, for the wise matting buyers are ready to get the first selection and the best values by buying at once. Every day for the last few weeks has seen a steady increase in number and beauty of the new stocks until now the range is full.

Matting's From Japan at .15 Per Yard show pretty stencil designs, new inlaid effects and several of the new, fancy damask weaves, with many novel stripe patterns. The textures are very firm and the straw all the new crop. Phone orders filled promptly. Wednesday, per yard, .15.

A Bonanza in a Linoleum Shipment

English printed linoleums have just been augmented by a huge shipment. The make is special and the quality and range of colors and patterns we have tried to make unmatchable at .30. There are tile, block, floral, matting and parquet effects that surpass anything in their line we have handled heretofore. It's a quantity price cut. Two yards wide only, at, per square yard, .30.

Inlaid Linoleum. A special at .69. For those who prefer an inlaid linoleum we offer this special. There are tile, block and art patterns in clear-cut colors. The value is very good; at, per square yard, .69.

An Eatonia Carpet Square Event

Those who have been inquiring for our New Wilton and Brussels Squares will be pleased to know that a good shipment has arrived. We would caution you, however, to make an early selection, as first come first served.

The **Eatonias** Designs are similar in both qualities; medallions, Persian, Kerman styles; in green, red and fawn; all-over designs in Oriental feeling, etc. We believe many of them to be exclusive styles, as they are made on our own specialities.

Eatonias Wilton Squares: 9x10½ feet, 23.50; 9x12 feet, 27.00; 11-3x12 feet, 34.00; 11-3x13½ feet, 38.00.

Eatonias Brussels Squares: 9x10½ feet, 17.50; 9x12 feet, 20.00; 11-3x12 feet, 25.00; 11-3x12½ feet, 28.50.

THIRD FLOOR.

Seeing Those 1910 Papers a Joy

You'll simply surrender at discretion and buy the papers at once.

There are plenty of patterns like an armful of roses a hundred times repeated. Snappy little bedroom papers almost seem to rustle the air and dreamy blues and greys hush you into a pleasant, reposeful mood, and others galore.

All the Time There's the Satisfying Practical Fact of Their Very Moderate Cost.

While some run up to 100.00 for a room, yet you can get paper for your rooms at any prices from 1.00 up and have an excellent latitude for choice.

Imported Wall Papers with which you can develop many styles of decoration, include popular browns, blues, reds, pale green and grey shades in a variety of artistic patterns. Single roll, Wednesday, .25.

Heavy Embossed Wall Paper, suitable for bedrooms; comes in soft pink and blue on white backgrounds with an 18-inch ornamental frieze and a white ceiling to match. Wall and ceiling, single roll, 15. 18-inch frieze, yard, 6.

English Imported Wall Papers, for bedrooms, living-rooms, halls and dining-rooms, offer a great choice from a rich line of papers that are characteristic in patterns and colors. They come in wall patterns only. Single roll, .27.

Away They Go: Good H.B. Pencils at 12 for 7c

There must be a reason for such a ridiculous price for Pencils of really good quality. There is—if you examine the pencils you'll find imperfections in the finish. Doesn't affect the lead in any way, and what do a few scratches amount to when they reduce the price to half of maker's usual cost? We want to sell 200 gross Wednesday morning. We took that quantity to get the price; and if the children need pencils for school, if you need pencils for your office, then Wednesday is the day to buy your stock. Mostly H.B. Clearing price, per dozen, 7.

'Tention! Boy Scouts

We carry a full line of the Boy Scout books by Baden-Powell. They are:

Scouting for Boys, .30; cloth, .60.
Scouting Games, .30.
Yarns for Boy Scouts, .30.
Camping Out, by Victor Bridges, introduction by Baden-Powell, .30.

The Boys of the Otter Patrol, by E. L. Britton Martin, .65.

The Kiddie of the Camp, by Leigh, .65.

MAIN FLOOR—JAMES ST.

Special Purchase of Children's Wash Dresses

Our buyer picked them up from a maker who had too many on hand, and at less than half price. Mothers will be glad to choose these sturdy little Croxton and Percalle Dresses, that wash and wear so well; they're nice enough to wear down-town. Each has a V-shaped yoke and panel front, and is prettily trimmed with pipings; colors include black, tan, and navy stripes. In sizes 2 to 14 years. Clearing at .59.

No Phone orders.

SECOND FLOOR—CENTRE.

Fancy Pillows, Muslin Scarfs, Blouse Lengths Low Priced

On Wednesday, the Fancy Goods Counters will have three extra specials for your summer and housefurnishing needs.

Made-up Pillows, ready for use; in the lot are burlap, art ticking and muslin in pretty floral and figure designs; back and front of same material; the variety suggests a set for your cosy-corner or summer verandah seat; filled with Russian down. Each, .48.

Pretty Muslin Scarfs for 39c

Fluted frill with centre mat; plain white and white with floral design. Each, .39.

Blouse Lengths, 3 Yards Each—Soon needed for the warm weather; lawn and crepe de chene; already stamped for braiding and eyelet work; Perle lustre floss to be used on same; a rare low value. Each, .59.

MAIN FLOOR—JAMES STREET.

The "Cyrano" Hat

Wins the red ribbon for good hat style and dressiness. It is one of the new New York spring styles. The crown is medium high and full, the brim wide with clear cut edge. Very fine English fur felt. Silk band and binding, cushion-leather sweatband of extra quality Russian calf. Price 3.00



A Very Dressy Soft Hat

A recent American style. Has full crown, that may be dented or creased or made in telescope shape. Medium roll brim, tapering from back to dip front. Silk finished edges. A pleasing shade of grey with lighter shade band. Price, 2.50.

MAIN FLOOR—QUEEN ST.

Men's High-Grade Worsted Suits, \$11.95

This has been one of the most successful suit values of the season. The suits are in highly-favored spring and summer fashions; many little style touches out of the ordinary being seen in the arrangement of buttons on sleeves, in cut of sleeves, in the cut of the pocket flaps, etc.

A choice selection of olives, greys, and browns, with thread stripes in many designs. Coats are smartly tailored in single-breasted, three-button sack style, with long lapels and well-built shoulders; first-class trimmings throughout. Specially priced at 11.95.

Favorable Buying in Boys' Suits

Two-Piece Suits, 3.69

Handsomely patterned tweed materials in the season's new shades of grey, brown and olive. Well tailored, double-breasted coats, with belts. Knee pants. Sizes 24 to 28.

Dressy Bloomer Suit At \$5: Stylishly tailored in the double-breasted model, with long lapels. Light weight English tweeds in the fashionable shades of brown and greys; full fitting bloomers with strap and buckle fasteners. Sizes 29 to 33.

Small Boys' Fancy Suits, \$4: Russian style with deep sailor collar and adjustable self fronts. Pretty patterned worsted and tweed materials. Bloomer knickers. Sizes 21 to 25.

MAIN FLOOR—QUEEN ST.

Boys Need a New Sweater Coat

You can buy one here at a very low price Wednesday. Boys' buttoned sweater coats with two pockets and colored trimmings down front and on pockets; colors are navy blue, grey or brown. All sizes in lot; special value, each, .50.

Men's English Collars, 5c

At this price these collars should scatter in quick order. They're good looking, stylish collars and many men prefer English makes. This lot consists of turn point style, 2¼ inches deep. Sizes 14 to 17½. An 8 o'clock special, .5.

MAIN FLOOR—QUEEN ST.

T. EATON CO. LIMITED