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MARCH 8 1911

# And Chiropody Sections In Second Floor, Yongo EATON'S DAILY STORE NEWS

Mark Envelopes for Mall Orders for Goods an this Page "City Ad."

tinction in Our Selection of New Spring Overcoats for Men The style, finish and quality in our new spring worsteds lifts them above the average ready-made. Every part

is carefully tailored and finished ; no uncomfortable tightness around the sleeves : collars fit snugly and lapels are carefully cut to give that close, neat fitting appearance so desirable and only achieved in very high grade clothing. Two Special values.

Spring-Weight Overcoats-An entirely new pattern, light grey and black, fancy woven design with self and green thread stripe, single-breasted Chester field, 42 inches in length, with self collar, twill serge body linings and glassade sleeve linings; sizes 34 to 44. Price ...... 10.50 Spring Overcoats, high-grade garments made from a mid-grey soft finished cheviot, two-tone effect showing a diagonal pattern, tailored in the EATON BRAND with hand-padded lape's, well-formed shoulders nicely built up and hand-made button holes, new single-breasted model lined 

# Some Interesting News of Men's Furnishings

Last Word in Shirts for the Most Particular Men | Large Assortment of Men's Pyjamas. a Suit, \$2

Spring is the time when a man is most likely to turn his attention to the purchase of furnish-ings and is always more satisfied if he has a shirt which will give him a smart appearance. We've a most interesting display in the Yonge Street Annex. Imported shirts by the leading American makers, such as Emery, Earl and Wilson. These shirts are made of the finest shirting materials, cambric, zephyrs, Madras and sois ettes. They're shown in the new stripes and colors: sizes 34 to 46. Colors. Shirts that are made correctly in every little detail with small attached cuffs: sizes 14

to 171/2. Thursday, each ...... 1.50, 2.00 and 2.50

#### Boys' English Jerseys

A boy is happier when he wears a good looking and serviceable jersey in time of play and cuffs, hem on bottom of skirt, colors are plain as vy blue or cardinal with stripes on collar and cuffs. It is a garment that will give excellent wear; sizes 22 to 32. Thursday, each .75

### An English Alpine for \$2.00

A Dressy Hat for Present Wear

In its neat and smart appearance the new English Alpine promises to be a favored style in his sports. These are just what he'll need for this coming hot summer and now is the time to buy them so as to make sure of getting best choice. They have a 3-inch collar, close-ribbed crown to be worn in creased style, is built high and tapering, has silk band and calf leather sweat-

# Third Day of the Semi-Annual Selling of Floor Oilcloths and Printed Linoleums

The floor covering event of a year! Never had such qualities and quantities to sell at prices so wondrously low. It required gigantic purchasing and quick cash payments to secure the goods, and only such a tremendous outlet as the Store possesses could warrant the transactions. This huge offering is made up mainly of discontinued patterns and slightly imperfects. We're endeavoring to dispose of the whole big quantity in one week. Carloads of it! But the prices surely give good reasons for our expectations. Ever hear of such floor covering values as these?

Get your stair oilcloth supplies for the coming year now. You'll never have a better chance:

wide at .10 yard; 22 inches wide .13 yard. Painted Back Stair Oilcloth, 18 inches wide at .12 yard; 22 inches wide .15 yard.

And Here Are Three More Lots

Floor Oilcloths at .22-Carloads of this

grade alone. Heavy quality, widths 36, 45, 54. 72 and 90 inches; a rarely large choice Canvas-Back Stair Oilclothis, 18 inches of designs-florals, blocks, tiles, matting, par-

quet and oak plank effects-light and medium colorings. Matchless value at per square 

Printed Linoleums at .31-Not the price alone, but the splendidly thick quality, also, emphasizes the exceptional value. Two yards

### Thursday a Day of Stirring Values in Wall Papers

We've come to the end of a week of gigantic wall paper selling -unloading carloads of first-rate new goods at prices that average half the season's usual figures.

Now we are going to clear up the many small lots that remain at prices that should send them out in double quick order. It's no common wall paper buying opportunity, this, it's a great chance to buy for spring decoration.

Heavy embossed Canadian wall papers in ; white ground; yellow and green shades touch-ed in patterns with gold. Wide frieze and ceiling to match paper. Can be used to good advantage in bedrooms or parlors. 18 inch 

ground in brown, tan, green or gilt pattern. Very fine paper, wide frieze and moire cell-ing to match, 18 inch frieze, reduced to, 3

900 Rolls Canadian Gilt Wall Paper, in complete combination of wall, ceiling and 18 inch border. Dark green stripe with large lily and leaf design on a medium green back-ground, dotted with small checks. Very fine paper for dining room, halls and sitting room. Complete combination of side wall, ceiling and 18 inch border. 18 inch border, per yard ..... Walls and ceiling reduced to half price



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