

EATON'S EASTER STORE NEWS

Men's and Boys' Clothing In Strongest Possible Position For Saturday Before Easter Sunday

The Easter Clothing selections of men and boys will be made here Saturday from gigantic stocks of the world's best goods. Certainly no Easter Saturday ever dawned upon so broad and varied an array of new Spring Clothing in this store. Tremendous importations of new fabrics from the British mills have been turned into garments of faultless style by our own tailoring staff. New York productions of the first grade are here in large assortment. It's the best that months of assembling can lay before you that this store has to offer for Easter Saturday.



IN THE OVERCOATS, choose from fabrics of surprising variety, including the favored fancy weaves. Never saw such overcoat selection in the greys!

IN THE SUITS, many fancy weaves are shown along with the smooth worsteds, and here, too, the showing in grey shades is wonderfully extensive, though not to the exclusion of the well-liked browns and drabs; and, while styles are plain, varied arrangements of buttons on sleeves and other little details lend a decidedly smart effect to many of the suits.

BOYS' BLOOMER SUITS, of an all-wool navy blue fine clay twill worsted; very smartly tailored; double-breasted coats with side vents and stitched cuffs on sleeves; loose-fitting strap and buckle bloomers; best quality trimmings; sizes 29 to 34. **7.50.**

BOYS' BLOOMER SUITS, nicely tailored from imported fancy tweed, in the double-breasted two-button coat with long lapels; neat pattern of grey mixture; strap and buckle bloomers; in size 29 to 33. Good value. **5.00.**

DOUBLE-BREASTED FASHIONABLE BLOOMER SUITS, in a medium shade of grey imported worsted; coats have belt and fancy stitched cuffs on sleeves; very full fitting strap and buckle bloomers; good quality linings; in sizes 25 to 28. Price **6.50.**

BOYS' SPRING WEIGHT REEFERS, in the popular fawn covert cloth which gives such serviceable wear and looks so smart and dressy; double-breasted styles with emblems on sleeves; Italian cloth lining; in sizes 21 to 28. Price **4.50.**

BOYS' THREE-PIECE SUITS, stylishly tailored from fancy English worsted fabrics; the patterns are new and come in a pretty shade of grey; coats are made on the double-breasted model; knee pants; in sizes 29 to 33. **7.50.**

IN THE BOYS' CLOTHING, the most elaborate preparation in materials and color effects has been made. The variety in the Spring Reefers alone is really astonishing—if not astounding, while no adequate idea could possibly be given of the extraordinary selection in the suits—and especially in the fashionable Bloomer Suits.

Men and boys will find this store supremely ready to satisfy every possible clothing requirement on this "Saturday before Easter Sunday."



MEN'S BLACK SUITS, of rich soft-finished English vicuna cloths, made in three-buttoned sack, stylish **EATON BRAND**, with long lapels, broad shoulders, hand-felled close-fitting collars, hair cloth front, hand-worked buttonholes; best trimmings. **15.00, and 20.00.**

YOUNG MEN'S SMART SUITS, for stylish dressers, new weaves of fashionable stripes, in greys, olives, smoke and brown, three-button single-breasted sack with long lapels and dip fronts, fine twill linings; sizes 33 to 37. Price **14.00.**

SMART DESIGNS IN THE POPULAR GREYS, large assortment with pin stripe, very latest colorings, single-breasted styles, made from American models; a young man's suit in every respect. **16.50.**

MEN'S SUITS, single-breasted **EATON BRAND**, made from British worsteds, new weaves, latest colorings, olive, brown, London smoke and greys with colored thread stripe; coats mostly hand tailored; hair cloth extends to bottom of coat in front; collars are hand-felled and shoulders well built; best trimmings. **15.00 and 16.50.**

Store Closed All Day To-day----Shop in the Morning Saturday

1200 Stylish Spring Shirts Saturday at 50c Each

Plain negligé style, small cuffs attached; made from fine quality shirtings, in fast washing colors; latest spring patterns in large assortment; dressy stripes in grey and green, tan and green, blue and white and other such fashionable combinations; cut on full, generous lines and well made; sizes 14 to 17½. Most of these are offered at less than the maker's price. It's an inducement to quicken the Easter business in the early part of the day. Your choice, each, **.50.**



Extra Good Value in Men's Suspenders

These Suspenders are easily worth the price we offer them at Saturday, and they should be cleared out very quickly.

Made of fine elastic web, cross back style with cast off white kid ends, slide buckles, and neat designs. Saturday, pair **.25.**

Half Price for Men's Neckwear 25c

For spring wear you could not wish a better Tie than any in this lot, and if you have not supplied yourself for the coming season, you could not do better than visit the section early Saturday morning. About 100 dozen, folded end four-in-hand style, the fashionable stripes for spring are well represented in this lot, in medium and dark shades. At half price **.25.**

Powerful Picture Attractions

Including both landscapes and figures, framed in gilt and dark brown moulding; the frames are 20 x 24 inches, inside measure, have richly ornamented corners and fancy mountings at the centre of each side, some 3 inches deep. (See Queen Street windows.) Saturday's clearing price **.49.**

2c Per Foot for Frame Mouldings

Such a price for High-Grade Picture Frame Moulding fixes the cost of framing your art treasures extremely low. Do not put it off for a day, for we cannot guarantee these prices even so far ahead. Choice between 25 different gilt and dark mouldings from 1 to 2 inches in width. Saturday per foot **.2.**

High-Grade Water Colors \$2.98

This is a sacrifice price. We have more handsome water colors than we can accommodate, so make this price to clear them out.

The pictures are all well executed, original water colors, mounted in a gold mat, surrounded by a gilt frame, carefully mounted, swept with gold and burnished. The frame alone would be excellent value at the price; size 12 x 16. Saturday clearance **2.98.**

THIRD FLOOR.

Do You Know the Origin of the Easter Bunny?

Childish voices are asking why the rabbit is seen with the eggs and the chickens that fill the shop windows and showcases, and grown-up minds are not all in a position to supply the reason. The legend that established the hare as a symbol of the Easter-tide is not generally familiar. It is of German origin and runs as follows:

Many years ago, during a cruel war, the Duchess of Lindenberg, with her two children and an old servant, fled for safety to a little obscure village in the mountains. She found the people very poor. And one thing that surprised her, much was that they used no eggs. She learned that they had never seen or heard of hens. And so when the old servant went off to get tidings of his master and the war, he brought back with him some of these barnyard birds.

The simple village folk were greatly interested in the strange fowl, and when they saw the tiny yellow chickens breaking their way out of the eggs they were full of delight; but the duchess was saddened by the thought that Easter was drawing near and that she had no gifts for the little mountain children. Then an idea came to her: she would use some of the eggs. So she made bright dyes out of herbs and roots and colored the eggs, because the spring was beginning to color the earth with leaves and flowers. Then the children were invited to visit the duchess, and she told them stories of the glad Easter Day, and afterwards bade each make a nest of moss among the bushes. When they had all partaken of the little feast provided in their honor, and went back to the woods to look at their nests, lo, in each were five colored eggs!

"What a good hen it must have been to lay such beautiful eggs," said one child.

"It could not have been a hen," said another. "The eggs that the hens lay are white. It must have been the rabbit that jumped out from the tree when I made my nest."

And all the children agreed that it was the rabbit, and to this day the mystic bunny is supposed to bring eggs and gifts at Easter to the little children of the "Fatherland" who have been loving and kind during the year.

The acceptance of the hare has become universal. It shares the prominence of the egg and the chicken in the various displays of Easter favors in our own midst. In Toyland at Eaton's there are rabbits of cloth, wool, cardboard, etc., large bunnies, small bunnies, white bunnies, grey bunnies and brown bunnies—a joyous array to the small child, and a bewilderment of choice to the parent intent on selection.

The exhibition of eggs is more comprehensive than ever before, and one marvels at the ingenuity displayed in the adoption of the idea to such a multitude of purposes. There are large cardboard eggs containing dolls with complete trousseaux, others containing the furniture of a doll's home, others still the inhabitants of a Noah's ark. And in the fifth floor and main floor candy sections are big candy eggs that serve as boxes for smaller candy eggs and cream and chocolate eggs in china egg cups ready for eating, and chocolate chickens that look almost too nice to eat. Then there are sluffy little chickens that wobble their heads, chickens that squeak and chickens on wheels.

The quaintness and prettiness of the different tokens would tempt you to purchase, even if affection failed to prompt the giving of the seasonable remembrance. And as there's but one day left in which to buy these Easter novelties, the wisest buyer will see that such things are purchased before the inevitable rush of the day starts.

The Broad Selection in Men's Easter Hats



The choice of the Easter Hat is here rendered as all-satisfying as a world-gathering tour, and a desire to overtop the heaviest spring business yet done can make it.

In the Soft Hats and in the Stiff Hats—in Hats of every approved color—this store has prepared for Easter most extensively. In the spring hat, frequently a little "color" is preferred to the sombre black; we're superbly ready to meet that desire. And the Soft Hat is much sought because of its easiness on the head; here THAT leaning is more than anticipated. And in the Derby Hat the range of qualities, shapes, sizes and makes is too diversified to even hint at; all the foremost English and American makers are well represented.

And the prices attest to the power of quantity buying in its largest form to make for values of the strongest nature.

A Derby Hat, with medium brim, full crown, silk trimmings, and calf leather sweatband, in black only, is a smart dressy style at **\$2.00.**

Our \$5.00 flexible derby is of a very fine quality fur felt, conforms comfortably to the head and will stand a reasonably hard strain without being permanently put out of shape. New style for spring, roll brim and full crown. Cushion sweatband of Russian calf leather. Price **5.00.**

A Fedora Hat, of style and quality, is our English fur felt with a high tapering crown and medium roll brim. Russian leather sweatband. Color slate, with wide silk band and binding of same shade. New spring style. Price **3.00.**

For young men a Soft Hat of olive green shade, has full and fairly high crown, which may be worn in different styles; the brim is slightly rolling with turned and stitched edge and is worn with dip front. Calf leather sweatband. Price **2.00.**

MAIN FLOOR—QUEEN STREET.

Children's Headwear

A wide range of Varsity Caps, unlined, with taped seams, at **.25, .35, .45 and .65.**

Scarlet Serge Skidoo Caps, with black near leather lined, **.45.**

Tam o'Shanter's in cloth and leather, the very newest for spring, at **.59 to \$1.50.**

MAIN FLOOR—QUEEN ST.

THE T. EATON CO LIMITED