

THE **T. EATON CO.** LIMITED
190 Yonge St. Canada's Greatest Store Toronto.

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A Store That Appeals to Men!

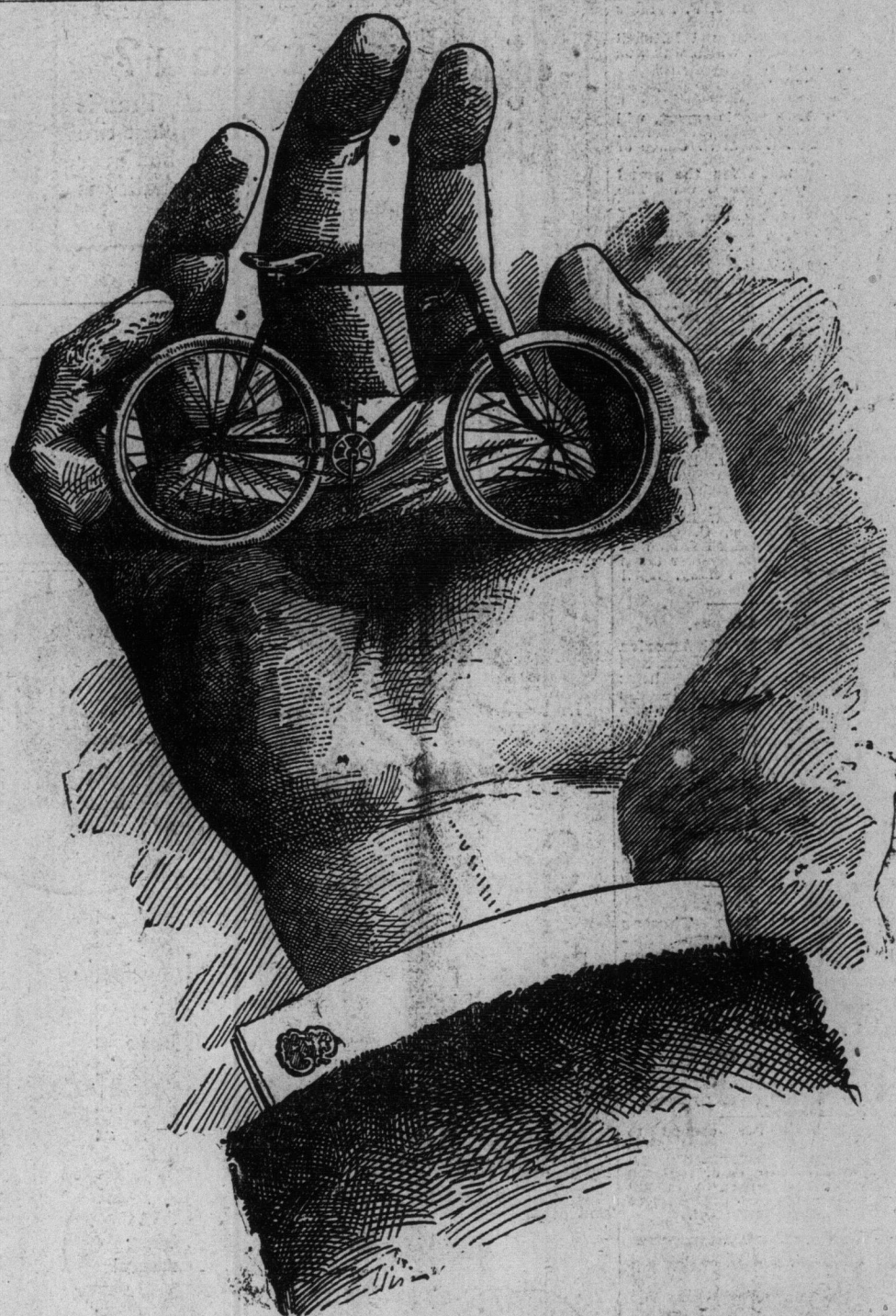
We want to catch the right tone of emphasis with which to state an emphatic fact. We have now and have had for a long time the largest and most complete stocks of Clothing, Hats and Furnishings, together with other things that men and boys need. The business has developed to such proportions that we've got to have more room, and with the new Queen-street extension well under way it's safe to plan for larger usefulness. The outside wall will soon have to come down and the builders will monopolize more room than we can spare. That means good, genuine hustling to get Spring goods properly distributed this month. You've got to have stylish things for Easter and lighter things for comfort, and there's nothing to gain by waiting. Everything is in readiness for the biggest Clothing trade we've ever had, and styles are responsible for the greatest enthusiasm we've ever known.

The enlarged Queen-street store will be for Clothing, and we can afford to put up with considerable inconvenience to get the extra room. It answers our purpose to sell quick, and supremely good values in all the stocks make it worth your while to come here past all the other stores. You'll find things exactly as advertised. This page isn't a circus poster and there's nothing here to suggest circus methods.

Drygoods Prices

Turn where you will and buy what you may the simple fact is that you'll pay less here than anywhere—quality considered. Above everything else, this is a drygoods store, and beyond everything else we're in business to save you money. This is the way values run in tailor-made clothing:

MEN'S SUITS.	
Men's Full-Dress Suits, in fine black West of England worsted, Venetian finish, best satin linings and trimmings, cut and fit perfect, all sizes from 36 in. to 48 in. chest.....	\$20.00
Men's Prince Albert Coats and Vests, in black West of England worsted, Venetian finish, extra quality, bound with fine Mohair binding, best Italian cloth linings, all sizes, for....	\$15.00
Men's Morning or 2-button Cut-away Suits, in West of England worsted, colors blue, black, brown, light grey and Oxford grey, best of trimmings, cut and style perfect.....	\$12.50
Men's Single-Breasted Sack Suits, in West of England worsted, colors medium brown, grey and Oxford grey check, extra good linings, a very stylish Suit, all sizes.....	\$10.00
Men's 4-Button, Single-Breasted Sack Suits, in black and blue imported serge, brown and light-grey homespun Halifax tweed, also all-wool Canadian tweed, in 11 neat selected patterns, best farmers' satin linings, perfect fitting.....	\$8.00
Men's 4-Button, Single-Breasted Sack Suits, in navy blue English serge, all-wool Canadian tweed, in light and dark colors, in neat, selected patterns, also Oxford grey Halifax tweed, good, strong linings to match, all sizes.....	\$5.00
Men's Navy Blue Serge Sack Suits, coat and vest lined with Italian cloth, pants well made and trimmed, perfect fitting, all sizes from 36 to 48 in. chest.....	\$3.50
YOUNG MEN'S SUITS.	
Youths' Suits, long pants, single-breasted sack, in navy blue serge, coat and vest lined, pants well made and trimmed, all sizes from 32 to 35 chest.....	\$3.50
Youths' Single-Breasted Sack Suits, long pants, in all-wool Canadian tweed, neat, small patterns, light and dark colors, extra good linings, at.....	\$4.50
Youths' Single-Breasted Sack Suits, long pants, in navy blue and black West of England worsted serge, extra fine linings, at.....	\$3.50
YOUTH'S 3-PIECE SUITS.	
Youths' Suits, knee pants, in navy blue serge and light and dark fancy Canadian tweed, good linings and neat, made, all sizes from 23 to 33 chest, at.....	\$3.50
Youths' 3-piece Suits, knee pants, in Oxford grey linings, tweed, good, strong linings, serviceable school suit, at.....	\$3.00
Youths' 3-piece Suits, knee pants, in navy blue and black serge, also all-wool Canadian tweed, in light and dark colors, all sizes from 23 to 33 chest, at.....	\$4.00
Youths' 3-piece Suits, in extra fine all-wool Canadian tweed, neat, small patterns of Scotch tweed effects, all sizes, at.....	\$5.00
Youths' 3-piece Suits, knee pants, in fine black and navy blue West of England worsted serge, extra fine linings, cut and fit perfect, at.....	\$6.00
BOYS' 2-PIECE SUITS.	
Boys' 2-piece Suits, in navy blue serge and fancy Canadian tweed, neatly pleated, sizes 23 to 30, at.....	\$1.50
Boys' 2-piece Suits, fancy Canadian tweed, in good dark colors, neatly pleated back and front, all sizes, at.....	\$1.75
Boys' 2-piece Suits, black all-wool serge and navy blue all-wool serge, fast dye, pleated back and front, at.....	\$2.50
Boys' 2-piece Suits, in light and dark colors of English and Scotch tweeds, also navy blue and black English worsted serge, extra linings, perfect finish, at.....	\$4.00
BOYS' REEFERS.	
Boys' Reefers, in fine navy blue serge, brass buttons, with and without sailor collar, with and without box back, all sizes for boys from 4 to 10 years of age, ranging as to quality upwards from.....	\$1.25
BOYS' MAN-O-WAR SUITS.	
Boys' Navy Blue Man-o-war Suits, long pants, double sailor collar, lanyard and whistle, sizes for boys from 4 years to 8 years of age, at.....	\$3.50
Boys' White Drill Man-o-war Suits, long pants, with blue regulation collar, lanyard and whistle, at.....	\$2.50
BOYS' VELVET SUITS.	
Boys' Velvet Suits, in sailor style, navy blue, brown and black, neatly trimmed, with lanyard and whistle, upwards from.....	\$4.00
FAUNTEROY SUITS.	
Children's Faunteroy Suits, in fine West of England black worsted and navy blue serge (without blouse), very neat and stylish, at.....	\$4.00
BOYS' WASHING SUITS.	
Boys' Washing and Galatea Suits, in various patterns, all sizes for boys from 4 to 9 years of age, upwards from.....	50c
CHILDREN'S KILT SUITS.	
Children's Navy Blue Serge Kilt Suits, trimmed with braid, lanyard and whistle, upwards from.....	\$1.50
Children's Kilt Suits, in light blue and white drill, also Galatea stripe, in all sizes for a child from 2 years to 4 years of age, upwards from.....	50c



Bicycles at \$49 and \$70.

The enthusiasm of quick sales is half the glory of this business. We're not always so anxious to make money as we are to make friends, and by discounting all Canada on Bicycles we're sure to tie your trade to us. That's why we're so determined and aggressive in regard to wheels. The success of one season here is never high enough mark for the next, and the EATONIA we sold last year at \$60 is discounted by the wheel we're selling now at \$49. New and first-class in every respect, which means new this year and not new two years ago.

The \$70 grade is extra fine, and meets the demand of those who insist on having the very best. It is well-nigh impossible to make a wheel finer or finish it better; but because of that there's no occasion to pay \$110. Stripped of all extravagance, our price is \$70, and they're selling away at a lively rate.

Come and see the wheels, and bring your expert friend along. Make comparisons! That's all we ask—make comparisons!

MEN'S SHIRTS—UNLAUNDRIED.	
Heavy White Cotton, linen front, cuffs or bands, open back, reinforced front, sizes 14 to 16 1-2 inches, at.....	35c
White Cotton, extra heavy, pure linen bosom inserted, cuffs or bands, reinforced front, sizes 14 to 18 inches, at.....	50c
Extra Fine Cotton, medium weight, reinforced back and front, continuous staying in back and sleeves, fine linen, inserted bosom, linen cuffs or bands, all sizes, at.....	75c
MEN'S SHIRTS—LAUNDRIED.	
Heavy White Cotton, linen front and wrist bands, open back, sizes 14 to 16 1-2, special, at.....	50c
Full Dress Shirt, open front, extra wide oval bosom, custom made, at.....	\$1.25
MEN'S SHIRTS—LAUNDRIED (Con.)	
Heavy White Cotton, fine quality, reinforced back and front, pure linen bosom, cuffs or bands, all sizes, at.....	75c
Fine White Cotton, collar and cuffs attached, extra fine linen bosom, cuffs and collar, at.....	\$1.00
MEN'S SUSPENDERS.	
Fine Elastic Webb, mohair ends and drawer supporters, double stitched back, special, at.....	25c
Fine Elastic Webb, silk ends and drawer supporters, double stitched back, light and dark colors, Crown make, at.....	50c
Extra Fine Elastic Webb, crossed back, patent detachable kid fronts, Crown make, at.....	75c

Ample Variety.

It's worth something to get the exact size and style you want just when you want it. Our assortment of all worthy goods is always greater than you'll find anywhere else, with styles enough for men and boys of every circumstance. These are some of the Hats and Furnishings we hold subject to your approval:

HATS AND CAPS.	
Men's Fine Fur Felt Stiff Hats, satin lined, Russian leather aventails, very latest spring block, in black, London tan, Cuba and pearl shades, at.....	\$2.50
Men's Fur Felt Stiff Hats, extra quality, late New York shape, sephyr weight, in black, seal brown and London tan, at.....	\$2.00
Men's Fine Fur Felt Stiff Hats, satin lined, American shape, best trimmings, black, Cuba and tabac shades, at.....	\$1.50
Men's Fine Fur Felt Stiff Hats, very newest block, medium shape, light weight, all sizes, at.....	\$1.00
Men's Fine Fur Felt Soft Hats, best satin lined, New York's latest styles, bought expressly for Easter trade, in Dunlap and other celebrated American blocks, all the leading shades, at.....	\$2.50
Men's Fine Fur Felt Soft Hats, latest American spring shapes, in raw edges and bound, wide silk bands, at.....	\$1.50
Men's Fine Fur Felt Fedora Hats, in latest styles, black or brown, at.....	\$1.00
Young Men's and Youths' Fur Felt Fedora Hats, fine satin lining, new American shape, in black, Nubian brown and mouse shades, at.....	\$1.00
Boys' Soft Felt Hats, Fedora shape, in blue, black and brown, all sizes, at.....	50c
Men's Scotch Tweed and Serge Caps, hook down front, satin lined, suitable for cycling, at.....	25c
Men's Tweed 'Varsity Caps, plain and hook down front, at.....	25c
Boys' Tweed and Serge 'Varsity Caps, in plain and hook down, at.....	15c
Ladies' Extra Fine Cloth Tam-o-Shanters, best silk lining and trimmings, with feather, in grey and fawn colors, something new, at.....	\$1.50
Ladies' Extra Fine Wool Tam-o-Shanters, satin lined, camel's hair effects, in leading colors, at.....	50c
Ladies' and Misses' Knitted and Crocheted Wool Tam-o-Shanters, in plain and fancy colors, at.....	35c
Misses' Wool Tam-o-Shanters, knitted and crocheted, in new colors, plain and fancy, at.....	25c
Children's Cloth and Serge Stiff Crowns Tam-o-Shanters, navy style, with extra wide top, very fine quality, with name on band, at.....	\$1.00
Children's Fine Blue Cloth and Serge Tams, stiff crown and put-on-plain and fancy band, at.....	75c
Children's Fine Cloth and Velvet Tams, with name on band, stiff crown, in navy, royal blue, cardinal and fawn and cream shades, at.....	50c
Children's Fine Navy Blue Cloth and Serge Tams, stiff crown, name on band, at.....	
Turkish Tea Caps, with silk tassels, in cream, cardinal, navy and black, at.....	
MEN'S COLLARS.	
Four-ply Collars, stand up with turned corners, at 50 each, or 3 for.....	25c
Four-ply Linen Collars, stand up with turned corners, 2 for.....	25c
Four-ply Linen Collars, straight stand up, latest shape, 2 for.....	25c
Four-ply Linen Collars, turned down roll, extra wide, 2 for.....	25c
4-ply Linen Collars, high, turned down with long corners, latest American shape, 15c each, or 3 for.....	50c
Four-ply Linen Collars, stand up with turned corners, best English make, 3 for.....	50c
MEN'S NECKWEAR.	
Graduated Derbys, light and dark grounds, in silk and satin, with neat figures and spots, at.....	35c
Silk and Satin Ties in light and dark fancy patterns and spots, made in four-in-hand or knot, satin lined, at.....	25c
Regular and Graduated Derbys, made from the new De Jolvillie scarf, satin lined, at.....	35c
The "De Jolvillie Scarf" in all the latest colorings, light and dark, at.....	50c
Silk and Satin Bows, in light and dark, neat figures and spots, made from the "De Jolvillie" newest shapes, special, at.....	25c
MEN'S UNDERWEAR.	
Heavy Ribbed Cotton Shirts, very soft and elastic, medium sizes only, each.....	25c
Merino Shirts and Drawers, in grey, sky blue and salmon, medium sizes only, each.....	35c
Fine Two-thread Balbriggan Shirts and Drawers, closely woven, each.....	50c
Lightweight Natural Wool Shirts and Drawers, sizes 34 to 44 inches, each.....	50c
Summer Weight Natural Wool Shirts and Drawers, fine imported make, sizes 34 to 44 chest measure, each.....	\$1.00
Medium Weight Natural Wool Shirts and Drawers, English make, full fashioned, sizes 34 to 44 inches, each.....	\$1.25
COLORS CAMBRIC SHIRTS.	
Heavy Cambric in neat stripes and hair lines, collar and cuffs attached, at.....	50c
Extra Fine Cambric in fine hair lines, neat stripes and spots, two separate collars, cuffs attached or detached, at.....	75c
Cambric, extra quality, neat stripes, light and medium colors, two separate collars and cuffs, at.....	\$1.00
Best French Cambric, in white grounds, with assorted stripes and pin spots, separate collars and cuffs, at.....	\$1.25
English Oxford Shirts, in blue grounds, with neat figures and checks, two separate collars and detached kid cuffs, all sizes, at.....	\$1.50

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