

STORE OPENS at 8.30 a.m.
and CLOSES at 5 p.m.

EATON'S DAILY STORE NEWS

Take Escalators at Yonge
Street Entrance to Second
and Third Floors.

A Sensational Selling of Suits and Coats From The Great French Couturiers

Has Been Arranged for Thursday at 10.30 a.m.

When There Will be Offered at Amounts Which Are Only a Shadow of the Regular Figures—in Many Cases Less Than Half
The High-priced New York and Paris Models Used for Our Tableaux of Fashion

Silk and Cloth Suits From Worth, Drecoll, Bulloz, Bernard, Jeanne Lanvin, Douillet, Beer and
Martial et Armand, Havet and Jenny, and Original Creations and Reproductions
of French Models by Foremost New York Tailors---To be Offered
at \$75.00, \$85.00 and \$95.00

Silk and Cloth Coats From Havet, Bernard and Maurice Mayer of Paris and Bradley's of London,
at \$37.50 to \$95.00

LOOKING ROUND NEW YORK AND PARIS for the most interesting examples they could find of the new Spring mode, these are the suits and coats our buyers selected—masterpieces from the great Worth, from Douillet, Jenny, Bernard, Beer, Drecoll and other far-famed couturiers.

Having served their purpose of display at the Tableaux of Fashion, they will be offered on Thursday morning at prices which are in many cases less than half the original cost. Not a suit or wrap in the collection which is not hugely reduced.

Suits That Are the Very Acme of Exclusive Charm

The silk suits are exquisite specimens of costume-making, the skirts bouffant with draperies or fulness, the narrow-shouldered coats flaring wide with ripples below the waist, many of them with a soft cloud-like bodice of chiffon or lace. Taffeta, faille, gros de Londres and poplin are the weaves represented—in such fashionable tints as navy, plum purple, gray, nigger brown and black.

The cloth suits—"tailleurs" as the French call them, are developed in gabardine, wool poplin, serge and the new checked velours, offering a splendid selection of blues, grays, browns and blacks. Both plain tailored and elaborate models are included, every costume a marvel of modish line and charming finish—redolent with the distinctiveness of the master maker.

They will be divided into three groups priced at \$75.00, \$85.00 and \$95.00.

Silk Afternoon Wraps and Cloth Motor Coats—Fascinatingly French

They present a very allurements of make and material. There are afternoon coats in taffeta, faille and poplin, billowing out full around the lower edges, the sleeves exploiting the new leg o' mutton and bishop effects—motoring and traveling ulsters in serge, gabardine and tweed—and sport coats in silk poplin and velours. The genius of such designers as Havet, Bernard, Beer and Maurice Mayer of Paris, and of Bradley's of London, has gone into their tailoring. They will be divided into groups marked at \$95.00, \$85.00, \$65.00, \$57.50, \$47.50, and \$37.50—every coat many dollars less than the regular amount, some of them less than half.

—Third Floor, James St.



This is
Interesting

THAT a motor coat or a suit for country wear can be very considerably smartened by leather collar and cuffs. These are procurable in white and bronze kid, and in brown, blue and grey suede, at \$1.50 the set.

That Suzanne Talbot's pet color for her hats this season is very light pearl grey. Most of her models are evolved from silk materials, picot-edged ribbons or crin straw.

That three of Mische Elman's most entrancing numbers at his recital on Monday night are available in Victor Records, his playing of them reproduced with absolute perfection. They were given as encores—the "Meditation," from Massenet's "Thais," price \$2.00; the Beethoven "Minuet," \$1.25; and Dvorak's "Humoresque," \$2.00.

That among the "best sellers" in new fiction are "A Cathedral Singer," by James Lane Allen, price 90c; "Just David," by Eleanor H. Porter, \$1.25; and "Torchy, Private Sec.," by Sewell Ford, \$1.10.

The Scube

New Axminster Rugs

To Match Any Decoration—
Priced From \$18.75 to \$29.50

A COMPLETE VARIETY for any need—a wide size variety as well as a variety of patterns and colors—is offered in this new lot of Axminster Rugs from England. They are superb in quality, rich in tone, artistic in design—most of them Oriental effects—and are altogether interesting for the housewife who needs new floor coverings for her rooms. Size 7 ft. 6 in. x 9 ft., special value, \$18.75; 9 ft. x 9 ft., special value, \$22.50; 9 ft. x 10 ft. 6 in., special value, \$26.50; 9 ft. x 12 ft., special value, \$29.50.

Congoleum Rugs for Kitchens, \$3.50 and \$7.00—These are made of a composition that equals good linoleum in its wearing qualities. They lie flat without need of nails or paste. Each is a complete rug in itself and the patterns are appropriate for kitchens, bathrooms, etc., not only being neat and bright, but washable and fade-proof, also. Size 6 x 9 feet, each, \$3.50; 9 x 12 feet, each \$7.00.

Heavy linoleum, 2 yards wide, in bright colors and good styles, including bathroom tiles, hardwood and parquetry effects and neat patterns for kitchens. Square yard, 45c. —Fourth Floor

Just Come From Paris Cluny-edged Linens

Dolies, Centrepieces, Tea Cloths
and Scarfs for Sideboards
and Dressers

THAT PRIME FAVORITE of the housewife, hand-made Cluny lace, presents itself in most attractive form in these dolies, centrepieces and tea cloths which have just arrived in the Linens Department. Despite the lull in the lace industry of France and Belgium, our Paris office succeeded in procuring them, and here they are at prices amazingly inexpensive.

The lace is in a large, open pattern in a soft, creamy shade, with plain centres. Sizes and prices are as follows:—

Dolies—6 x 6 inches, 8c; 8 x 8 inches, 10c; 12 x 12 inches, 20c.

Centrepieces—18 x 18 inches, at 75c; 20 x 20 inches, at \$1.00; 24 x 24 inches, at \$1.30.

Table Cloths—26 x 36 inches, at \$2.25; 46 x 46 inches, at \$4.00; 54 x 54 inches, at \$6.75; 72 x 72 inches, at \$11.50.

Scarfs—20 x 36 inches, at \$1.55; 20 x 46 inches, at \$2.35; 20 x 54 inches, at \$2.95; 20 x 72 inches, at \$2.25. —Second Floor, James St.

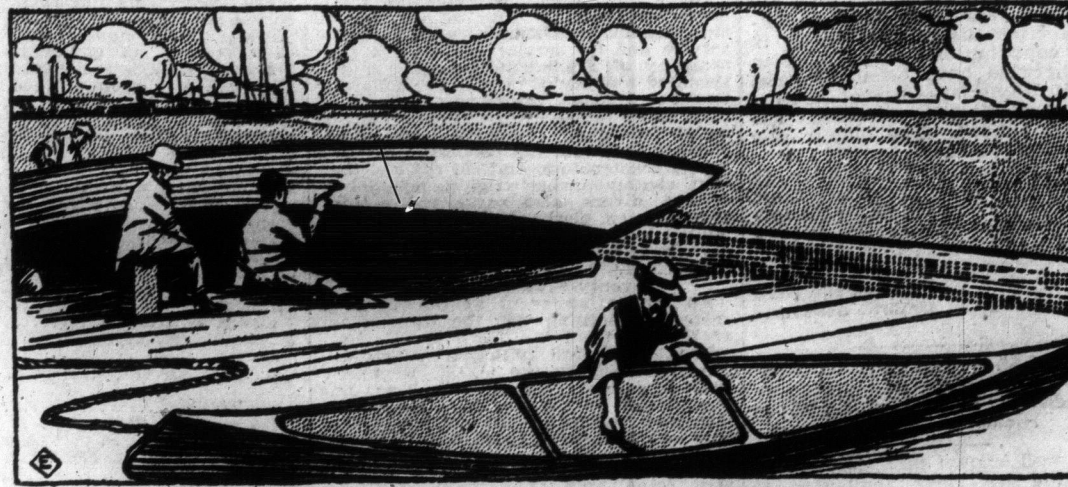
Curtain Scrim at 17c a Yard

In the ordinary way this superb quality scrim would be marked at a much higher price for this is a special purchase of the balance of a manufacturer's stock. It will not be possible to get any more of it, and there should be such a demand that we suggest an early visit on Thursday. It is all 26 inches wide, in a variety that includes white, ivory, of cream grounds with borders in the daintiest of blue, pink, or green floral effects. A reliable quality for laundering, and special value, yard, 17c. —Fourth Floor.

Now's the Time of Year a Man Thinks About
Varnishing His Motor Boat or His Canoe

"Luxberry Spar" Will Do the Work Well—It's Famous for Marine Use

DOWN BY THE RIVER-BANK the willows are well on their way to turning green, and April sunshine is tempering the wind on the beach. Many a man's steps turn towards a boathouse of a Saturday afternoon.



Hence for the benefit of those who will be varnishing their launch or canoe this word or two about "Luxberry Spar," the celebrated marine varnish. It is a well-proven, waterproof preparation, employed alike for sailing skiff and ocean steamer, and well proven in its varied service to withstand successfully the contact with salt or fresh water, and to remain fresh and bright under severest exposure to sun and storm.

If you want a smart-looking craft use "Luxberry Spar." The price is 40c per 1/2 pint; 75c per pint; \$1.50 per quart.

Other well-known, reliable varnishes, each with its own particular following among boat-owners, are priced as follows:—

"Val. Spar," 1/2 pint, 40c; pint, 75c; quart, \$1.50.
"Glidden's Spar," 1/2 pint, 35c; pint, 70c; quart, \$1.25.
"Diamond E Pale Spar," 1/2 pint, 35c; pint, 65c; quart, \$1.25.
"Superior Spar," special, quart, 75c.

Paints and Enamels for Boats and Canoes
"Marine White" for boats, canoes, etc. Gallon, \$3.75; quart, \$1.00.
Canoe Enamels in vermilion, carmine, wine color, ocean blue, high and dark green. Pint, 50c; quart, \$1.00. —Fourth Floor, Queen St.

Dining-room Furniture at Moderate Prices Featured on Thursday

WELL constructed dining-room furniture in Period and other artistic designs is now procurable to suit the purse of the average household. This is well illustrated by a look through the splendid displays of such furniture on the Second Floor of the Furniture Building. The following are some of the prominent lines, and are representative of the splendid values that prevail throughout.

Buffet, made from select quarter-cut oak, in fumed finish, and has 40-inch mirror back; 48-inch plank top, three cutlery drawers, centre one lined and fitted with separate cutlery tray; two-door cupboard; long linen drawer; wood knobs, \$31.50.

Extension Table, fumed oak, round top, 6-foot slides, \$12.00.

Set of 6 Dinners, upholstered leather seats, \$15.50.

Three-piece American Sample Dining-room Suite, "Arts and Crafts design," in fumed oak, with cane panels, copper trimmings. Buffet, china cabinet and side table, 3 pieces, to clear, \$89.00.

Dining-room Suite, "Adam Motif," mahogany finish, antique brass trimmings, moderate size and all well finished. Buffet, china cabinet, side table, extension table, and set of 6 dinners, with upholstered leather seats, 10 pieces, \$55.00.

Buffet, "Sheraton Motif," in black walnut with mirror back, 56-inch top, 3 cutlery drawers, 2 linen drawers, 2 cupboards and wood knobs. Well finished. Price, \$42.00.

Two-door Cabinet, with lattice work, \$24.00.

Set of 6 Dinners, slip seats of genuine leather. Price, \$50.00.
Side Table, price, \$14.00.
Extension Table, \$34.00.
—Furniture Building, James and Albert Sts.

To Suburban and Out-of-Town Readers
If You Have Not Received
a Copy of

The Spring Catalogue

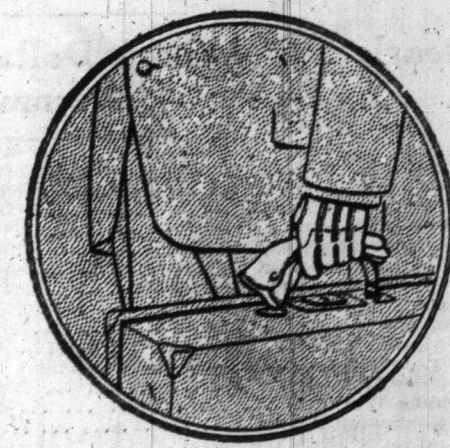
Send Post Card With Name
and Address and it Will
Be Mailed to You

This New Glove Called the "Traveler's Friend"

So Named on Account of Its
Strength and Durability

WET WEATHER will not harden it, and constant contact with the handle of a bag, suitcase or portfolio will not make it shabby. When it is soiled it can be washed successfully in soap and water. Such is a new glove for men, not inaptly nicknamed the "traveler's friend."

It is cut from carefully selected peccary skins, soft and



pliable, the tops bound with tan kid. Other features are half pique sewn seams, Bolton thumb, self-stitched back and one dome fastener. The sizes range from 7 to 9. They come in cadet and regulation cut. Price, per pair, \$2.50. —Main Floor, Yonge St.

This Easter Millinery Offer for Thursday Morning

SMART Ready-to-wear Hats specially priced at \$5.95—all distinctive styles—large picturesque sailors—turbans, tri-cornes and matrons' shapes. There are no two alike, and all show a distinction and freshness characteristic of all our Easter millinery. The trimmings are in the latest vogue. See Yonge Street window. Special price, Thursday morning, \$5.95.

Also Untrimmed Straw Shapes, \$2.75—They represent a special purchase and comprise tagel, Milan, Lisoret and other straws in great variety. Sailors galore are there and with these, mushroom shapes, matrons', turban hats and many other smart and close-fitting effects. The colors are sand, rose, navy, sage, bottle green, nigger, Alice and black. Special value, \$2.75. —Second Floor, Yonge St.

Artistic Wall Papers, at 25c

FOR dainty bedrooms, substantial dining-rooms, cosy living rooms, inviting halls, neat kitchens and bathrooms—for any and every place in the home which the annual house-clearing searchlight shows to be in need of the paper-hanger's attention, these new patterns and colors make possible many delightful effects at low cost. To describe them briefly:—

New silk finish papers with two-tone patterns in cream, green, champagne or biscuit shadings and floral and scroll designs. Single roll, 25c.

New bedroom or sitting-room papers in stripes, floral or small figure designs in pink, blue, yellow, mauve, old rose or green. Some of these can be used effectively with cut-out borders. Others are well suited for drop ceilings. Single roll, 25c.

New American fancy ceiling papers in white, cream, ivory, buff, or soft grey in neat small designs. Single roll, 25c.

New hall, den, living-room, or dining-room papers in soft browns, greens, tans, buffs, etc. Among these are stripes, small figures, and conventional styles. Single roll, 25c. —Fourth Floor

We prepay shipping charges on all orders of \$10.00 or over, whether city or mail orders, to your nearest station in Ontario and Eastern Provinces, on both Mail Order and City Purchases.

T. EATON CO.