

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces, on either Mail Orders or City Orders.

EATON'S DAILY STORE NEWS

Store Opens at 8.30 a.m. and Closes at 5 p.m.

BOATING--The Great Outdoor Pastime

WHAT A HEALTHFUL recreation and pleasure it is after a hot day's work in the summer, to step into a canoe, recline on a heap of soft cushions and paddle leisurely about enjoying the newness and freshness of the great outdoors. And how much more enjoyable and convenient it is if you have a canoe of your own that you can slide into the water whenever and as often as you please. The boating season is just commencing now, so get your boat early and enjoy the season from start to finish.

Strong, good looking and reliable canoes and rowboats are to be had here at extremely moderate prices. Boats that will give years of service whether you navigate them as a pastime or take them on a fishing trip up in rough Muskoka.

Some of the New Canoes and Rowboats in Display On the Fifth Floor

THE DARK COLORED CANOE in the background of the sketch below is a reliable Peterborough model craft that will give years of faithful service with ordinary care. It is carefully made by experienced boat builders from selected basswood. It has varnished gunwale decks and oak thwarts and is painted in two colors, either red or green. It is 16 feet long, 12 inches deep and has 31 inch beam. Its capacity is 480 lbs., and it weighs but 65 lbs. Price, with two paddles **28.00**

ANOTHER BASSWOOD CANOE is like the one mentioned above, except that it is varnished, both inside and out, and is copper and brass nailed throughout. Price, with two paddles **35.00**

THE LIGHT CANOE in front of the basswood boat, in the illustration, is a Peterborough model, made of cedar strips, joined together by very close rock elm ribs which make it one of the strongest and most durable, as well as one of the most graceful looking canoes made. It weighs but 65 lbs., and has a capacity for a 480 lb. load. Its length is 16 feet, depth 12 inches and beam 31 inches. Two paddles are included for **45.00**

ONE OF THE LIGHTEST CANOES we show weighs 60 lbs., with a 32 inch beam and a capacity for 750 lbs. It is 16 feet in length and made of cedar, covered with specially prepared canvas that makes it tough and durable and capable of withstanding exposure to all kinds of weather. Price, including one pair of paddles **43.00**

THE SHARP STERNED ROWBOAT in the foreground of the sketch is particularly adapted for family use, being strongly made of cedar and firmly fastened with copper nails. It is light and easy to row and one that can be used safely for children. It is 16 feet long, 13 inches deep and has a 42 inch beam. Price, complete with two lazy backs, foot rests, spoon oars and rudder **47.00**

A SIMILAR skin to one mentioned above, but with square stern, is priced at **50.00**

A skin with square stern specially made to accommodate an outboard motor, is constructed of selected cedar painted on outside and varnished on inside. It is 16 feet in length, 16 inches deep and has 44 inch beam. Price, including two oars **55.00**

"Ferro" outboard motor with Bosch high tension magneto **110.00**

—Fifth Floor.

Light Weight Running Shoes That Give Comfort and Long Service

EVERY EXPERIENCED CANOEIST knows the absolute necessity of wearing a pair of rubber soled, canvas shoes. They are light cool and comfortable on the feet; give spring and snap to the foot-step and take firm hold, when carrying the canoe along the sand over rocks, or up a slope. They enable the paddler to spring quickly into his boat after pushing off from shore, and their softness and smoothness does not scratch the varnished or painted woodwork.

The running shoe season is here and we're ready with a fresh new stock of Oxford or balmorals in white duck with white or black soles in sizes and styles for men, women and children. You'll note the following prices are no higher and in some cases lower in price than last year despite the increase in the cost of rubber and fabric.

WHITE DUCK YACHTING OR TENNIS SHOES with white corrugated rubber soles and heels and smooth leather insoles.

Men's sizes, 6 to 11. Oxfords, **\$1.10**. Boots **1.25**
Boys' sizes, 1 to 5. Oxfords, **95c**. Boots **1.00**
Boys' sizes, 11 to 13. Oxfords, **80c**. Boots **.90**
Women's sizes, 2 1/2 to 7. Oxfords, **95c**. Boots **1.00**
Children's sizes, 6 to 10. Oxfords, **65c**. Boots **.80**

WHITE DUCK BOOTS with thick red corrugated rubber soles and heels.

Men's sizes, 6 to 11. **\$1.60**. Boys' **\$1.35** and **1.20**

ATHLETE SHOES, made of tan, white or black duck, with black corrugated rubber soles and heels.

Men's sizes, 6 to 11. Oxfords, **75c**. Boots **.95**
Boys' sizes, 1 to 5. Oxfords, **70c**. Boots **.85**
Boys' sizes, 11 to 13. Oxfords, **65c**. Boots **.75**
Children's sizes, 6 to 10. Oxfords, **70c**. Boots **.65**

THE LAKESIDE SHOE of white duck with smooth finished rubber soles and heels and leather insoles.

Boots, men's, 6 to 11 **1.75** Women's **1.65**
Oxfords, men's, 6 to 11 **1.65** Women's **1.45**

MEN'S BOWLERS' RUBBER SHOES, made of white duck with smooth finished, white rubber soles. No heels. Boots, **\$1.75**. Oxfords **1.65**

WOMEN'S RUBBER SOLED SHOES, made of extra fine light weight white duck with white rubber soles. Sizes 2 1/2 to 7 **1.25**

WOMEN'S TANGO PUMPS of white duck with bow on the vamp, smooth finished rubber soles with heel, **\$1.45**; without heel **1.25**

MEN'S BASKET BALL RUBBER SOLE BOOTS. Sizes 6 to 11 **2.50**

MEN'S RECREATION SHOE for bowling, yachting, etc. They are made with smooth finished white rubber soles and white buckskin uppers **2.50**

—Second Floor, Queen St.

Some of the Friday Bargains for Men

Men's Clothing

MEN'S AND YOUNG MEN'S SUITS of English worsteds in fancy weaves, including small checks in medium greys and browns; chevots in grey with chalk line stripe; and cassimere finished tweeds in checks or mixtures. Two or three-button sack coats with soft lapels, extra well tailored, with durable linings and trimmings. Sizes 34 to 44. Reg. \$16.50, \$18.00 and \$20.00. Friday, each **13.75**

MEN'S SLIP-ON RAINCOATS, with full box back, English raglan shoulders, high neck style, with military collar and sewn seams. Included is an olive shade in a chevot finish with a fine (will); also grey, closely woven homespun effect. The materials have a fancy check back and are rubberized and guaranteed waterproof. Sizes 36 to 44. Reg. \$8.50. Friday, each **5.95**

Men's Hats

CANADIAN, American or Italian made soft felt hats, all new fedora shapes, with flat, swelled brims, flat flip brims, bound on edge or roll brims. Not a complete range of sizes of a kind, but all sizes in the lot. Friday, each **1.30**

—Main Floor, James St.

25c Dinner in Lunch Room TODAY

Soup: Puree Mogol
Choice of meat or fish.
Meat: Roast Ox Heart, stuffed, Mushroom Sauce
Fish: Baked Lake Trout, Drawn Butter
Vegetables: Mashed Potatoes Creamed Carrots
Dessert: Tapioca Custard Pudding Orange Sauce Bread or Rolls with Butter
Tea, Coffee or Milk.
25c.
—Fifth Floor.

Some of the Friday Bargains for Men

Men's Furnishings

MEN'S "ZIMMERKNEIT" COMBINATION UNDERWEAR — A manufacturer's "seconds," having slight discolorations that will not affect the wearing qualities in any way. Included are fine meshes, porous knits and plain balbriggans; long or short sleeves and ankle or knee length legs. Sizes in the lot, 34 to 44. Friday, suit **.69**

MEN'S SWEATER COATS, all wool, plain or fancy stitch, "V" shape neck, high storm or shawl collars, two pockets and close fitting cuffs. A large variety of popular colors. Sizes 38 to 42. Reg. \$4.00; \$5.00 and \$6.00. Friday, each **3.50**

MEN'S WORK SHIRTS of strong drill material in neat black and white stripes; have attached, soft turn-down collar, single band cuffs to button and breast pocket. Not more than 2 shirts to a customer. Sizes 14 to 16 1/2. Friday, each **.29**

MEN'S FANCY COLORED SHIRTS of fine shirting materials in neat assorted stripes; have attached, laundered cuffs and neckbands. Sizes 14 to 16 1/2. Reg. 50c and 59c. Friday, each **.33**

MEN'S NEGLIGEE SHIRTS, American and Canadian makes in fine repps and mercerized materials, stripe patterns, in helio, blue or black in single or cluster effects. Attached, laundered or soft double cuffs and laundered neckbands; all are coat styles and there are several sleeve lengths. Reg. \$1.50 and \$2.00. Friday, each **1.19**

MEN'S SILK NECKWEAR in check, floral, Roman stripe or brocaded designs; all are new patterns and large shapes with wide flowing ends. Colors include green, brown, red helio, grey, mauve, navy or maroon. Reg. 35c and 50c. Friday, each **.25**

—Main Floor, Centre.



Lazybacks, Paddles and Other Accessories for Canoes and Rowboats

COMFORTABLE LAZYBACKS with varnished slats, each **.40**
SINGLE BLADE PADDLES, made from selected spruce, each **1.00**
DOUBLE BLADE PADDLES, strong and light. Plain, each, **\$3.25**. Ferruled, each **3.50**
ROWBOAT OARS, made of strong selected spruce. Per pair **5.00**
BOAT BUMPERS, each **40c, 60c.**

75c and **1.00**
Canoe lamps for safety when paddling at nights:
Electric **1.85**
Carbide **2.00**
Oil **3.50**
Canoe Lamp Posts, each **30c** and **.45**
Jeffrey's Marine Glue, per tin. . . **.25**
—Fifth Floor.

Canoe Cushions That Are Ornamental as Well as Comfortable

CANOEING ALONG THE LOCAL SHORES of Lake Ontario and up the Humber is more or less a means of quiet recreation and peaceful pastime, where we submit ourselves to a soft, luxuriant pile of cushions and lie there lazily drifting about enjoying the cool, exhilarating atmosphere. Of interest then should be the following items of plain and fancy cushions of tapestry, cretonne, chintz silk and leatherette.

IN THE FANCY GOODS SECTION on the second floor are made up cushions in various kinds of cretonne covering with fringes all around, with Union Jack tops and backs, and with tapestry fronts and plain colored backs. All are filled with Russian down in either square or oblong shapes. Price **.98**

Another line is made with better quality chintz, colored poplin and plain silk coverings with rows of pleating on top or with plain centres and backs. All round shaped and priced at **\$1.98** and **2.50**

—Second Floor, Centre.

IN THE SPORTING GOODS DEPARTMENT on the Fifth Floor are made up life preserver cushions covered with leatherette. These are strong and durable and will practically last a lifetime. Prices, **75c \$1.00** and **1.25**

—Fifth Floor.

Men's All Wool, Colored Sweater Coats, \$4.00

A SWEATER COAT to slip on in the cool of the evening after the sun goes down will prolong your stay on the water considerably. One coat that we recommend particularly for boating, fishing, etc., is made of all wool in plain and fancy stitch with V-shaped neck, high storm collar and two pockets. The colors are very attractive combinations of plain grey with fawn or cardinal trimmings; royal with white slate or grey trimmings, fawn with grey, cardinal with grey, etc. Sizes 36 to 42. Price, each **4.00**

HAVE YOU AN OUTING SHIRT READY FOR SATURDAY AFTERNOON? Those of white duck and cotton are suitable for all branches of outdoor sports, being made of white duck and mercerized cotton with soft reversible collar. Have single band cuffs and breast pocket. Sizes 14 to 18. Each **1.00**

MEN'S EDGED SILK BELTS, made with corded silk lining of heavy duck with patent halffast buckle to match and one keeper. Light and dark grey or black. Sizes 30 to 42. Each **.75**

—Main Floor, Centre.

EARLY CLOSING

Beginning on Saturday, May 6th, and Continuing through May, June, July, August, and September, Store closes at 1 p.m. on Saturdays. No Noon Delivery on Saturdays

SATURDAY at ONE P.M.

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