

EATON'S DAILY STORE NEWS

SAVE TIME—SHOP WITH A TRANSFER CARD. Ask for a Transfer Card when you make your first purchase; each purchase is then added. You pay total at Pay-in Station, Basement.

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

Special! Misses' and Juniors' Serge and Gabardine Suits, Every Garment Immensely Price-Reduced for One Huge Clearance, Wednesday

Altogether there are about 400 suits---of many kinds there's only one; of others there are several. In each case the price is far and away less than half their usual price---some have been more than four times their Wednesday figure. But we have a big day's business to do, so we gathered together every suit which has been in stock for some time, and despite its former price, reduced all to one low figure---\$6.95---to effect a complete clearance and have a great day's selling. They are mostly of serge, though some are of gabardine in navy, brown and black. Two of the many styles are illustrated; all are well tailored, and the trimmings consist of velvets, braids, and fancy buttons. Sizes 13 to 20. Wednesday, come early, for it's a great chance to make a splendid investment and procure a smart suit Wednesday **\$6.95**



Men's Warm Merino Combinations, Suit 98c

The wool scarcity, the high cost of labor and practically everything entering into the manufacture of good underwear, will have such an effect on next season's prices as to make it well nigh impossible to secure underwear of this quality for anything like 98c a suit. It's a chance for the man of foresight to lay in enough for next season at a saving. The combinations are made of fairly heavy merino of a fine flat knit. They're natural color, have single breast, closed crotch and ribbed cuffs and ankles. Sizes 40 to 44. Extra special Wednesday, suit **.98**

Boys' Grey Sweater Coats, Each 39c

An extraordinarily low price indeed for sweater coats of this kind. They're of medium weight, plain cardigan stitch with military collar, two pockets and ribbed cuffs. Plain grey only. Sizes 28 to 32. Special, each **.39**

Good Special in Men's Work Shirts, Each 39c

It's a clearing of odd lots, English Oxfords in stripes of blue and white, grey and white and pink and white. All are made with attached soft turn-down collar, soft cuffs, breast pocket and roomy bodies. Sizes 14 to 17. Special, each **.39**

Men's Coat Style Shirts, Special 79c Each

It's an exceptional value, so if you're in need of shirts, secure some of these. They're made of fine shirting materials in single and cluster stripe designs of blue, black and helio. Have attached laundered or soft cuffs. Sizes 14 to 17 1/2. Special, each **.79**

Savings in Sweater Coats at \$1.98

They're good cosy coats, most of them made in plain cardigan stitch with shawl, storm or V neck collars, two pockets and close-fitting cuffs. Colors are plain grey, slate or brown. Sizes 38 to 42. Special, each **1.98**

Men's Suspenders, 25c Pair

"Cross backs" with leather ends, "Pulleys" with cord ends—both with medium weight lisle webbings. Also "Police" braces with heavy webbings and leather ends. Pair **.25**

Men's Worsted and Tweed Suits at \$10.75

Also Bannockburn Tweed Trousers. Special \$2.60 Suits for the man who wants style and snap. Suits for the man of conservative taste.

Here's a solution to the problem of "high cost" of clothing—a problem brought about by scarcity of wool, labor and all that goes to make a suit—a condition of affairs that has made a \$10.75 suit—and a \$2.60 pair of trousers—an unusually good "buy." Hence one has to depend on such low prices and savings, on special purchases (such as this offer)—and odd lots, such as the tweed trousers at \$2.60.

The greater part of the clearance consists of suits, in "pinch-back" and "form-fitting" models, and belted style; models that the young figure demands and wears to such an advantage.

There are only three or four suits of a pattern or color, in greys and browns, in many shades, small checks, fancy weaves, stripes and mixtures. Some are in blues with 1/4-inch wide chalkline stripe; some of the greys have wider chalkline stripes. Then for the man of conservative taste there are three-button sac suits, in the same patterns and mixtures. Sizes 33 to 44. Wednesday **10.75**

Men's Heavy Black Chinchilla Caps, 95c Each

Not More Than Two to a Customer. Caps like these are so popular—they're in such constant demand all season that it's but seldom we're able to offer them at a special price. Although this is not the first offering of its kind this season, it is really one of the best. For the materials are thick, firm, curly chinchillas in a good black dye. The caps have four-piece tops, heavy fur earbands and flexible flaps with plain cloth undercovering to lessen weight. They're well lined and sewn throughout. Sizes 6 1/2 to 7 1/2. Extra special. Wednesday, each **.95**

Men's Fur-Lined Coats, Low Priced at \$47.50

The linings of these coats are heavily furred muskrats. The shells are of black beaver cloth and shawl collar of black Persian lamb. Sizes 40 to 44. Special, each **47.50**

Men's Persian Lamb Driving Caps, of whole skins, with beautiful soft curly, glossy fur. Sizes 6 1/2 to 7 1/2. Each **13.50**

Small Boys' Tweed and Nap Overcoats at \$2.15

They're all warm little coats in double-breasted style, with belt at back. Well up on the neck with self or velvet collar. The materials are thick heavy overcoatings in grey and brown, also plain grey naps. Warmly lined. Sizes 21 to 24. Wednesday, each **2.15**

Big Boys' Suits, Special Priced \$2.95

150 good tweed suits of medium and dark grey mixture. Norfolk models with pleats to waist, sewn-on belt and good body lining, full-fitting bloomers. Sizes 28 to 33. Wednesday, each **2.95**

Junior Norfolk Suits, Wednesday \$2.95

Mixed grey tweeds in a good variety of attractive patterns. Junior Norfolk models that fit close up on neck, have belt at waist, small pleats and knee pants. Sizes 21 to 26. Wednesday, each **2.95**

Loose Leaf Memo Books at \$1.65

They are pocket size, 5 1/2 x 8 1/4, bound in black leather, with pocket on inner back cover, clear celluloid protection leaves in back and front, six strong rings. Complete with filler and index. Special Wednesday, each **1.65**

And seldom, too, are we able to offer paperettes of such quality and finish as those we have secured for Wednesday's selling at the remarkably low price of 18c per box. There are two distinctive lines, in attractive ledged boxes, complete with blotter and liner. There's the "Crashlin Fabric" of fine white stock, with finish resembling crash linen, as the name indicates. The box contains 24 sheets of paper in letter size, and 24 envelopes to match, ribbon tied. Greatly reduced Wednesday, per box **.18**

Kaolin Lawn—the box containing 24 sheets of letter size paper, with dainty striped linen finish, and 24 envelopes to match, tied with ribbon. Greatly reduced, per box **.18**

The Business Envelopes—in the popular No. 7 size, are well-gummed, suitable for all business purposes. The box contains 100. Wednesday, per box **.17**

2c Clearance of Notions On Sale in Basement Section.

Odds and ends of notions, including hatpins, middy laces, finger shields, block tape, fancy metal brooches, colored sewing cotton (200-yard spools), pearl buttons on card. Other lines of staple notions where quantities are limited, greatly reduced **.2**

Black Satin de Chine Greatly Reduced, Yard .97c

For this item we cannot take phone or mail orders, the quantity being limited.

In the piping times of peace black satin at this price was most unusual; the more remarkable, therefore, is this offering at a time when prices have risen to an unprecedented height. It is a good heavy quality, 36 inches wide, splendidly woven, and the sort of silk that is very smart just now, whether for whole dresses or to combine with serge. It should wear splendidly, too. It would be well to come early if you wish to secure some, for such value is bound to attract early shoppers. See Queen Street window. 8.30 a.m. special, per yard **.97**

EXCHANGES AND REFUNDS IMPORTANT NOTICE

Commencing Today, February 12th, Store purchases may be exchanged in the usual way at the Department Exchange Office within ten days from date of purchase if accompanied by the bill.

Should there be reason to exceed the ten-day period, or should the bill be missing, it will be necessary to apply for exchange at the Adjusting Bureau, Basement.

Brown Fibre Suit Cases Offered at \$1.55 Each

It's not often one can secure suit cases for such a low price, but here they are Wednesday at \$1.55. Every one is greatly reduced, so if you are in need of a good traveling piece, come Wednesday. They are made of brown fibre, are securely glued over a heavy millboard and durable steel frame, have strong handle, reliable lock and all clamps, reinforced corners, straps all around case, and fancy lining. 24 or 26 inches. Greatly reduced, each **1.55**

As a War Measure-- Two Deliveries Per Day

Until Further Notice We Shall Make Only Two Deliveries Per Day Where We Formerly Made Three Deliveries.

Paris and New York Evening Gowns at \$35.00 On Sale at 10.30

In the Evening Gown Section of the Women's Dress Department every evening dress still remaining from the winter's stock is to be marked at \$35.00. Included in the collection are a few French creations from Callot, Cheruit and Jenny, besides charming New York frocks of taffeta, satin, brocade, lace and all the filmy, glistening fabrics particularly suitable to evening wear. In color they are in exquisite shades of rose and shell pink, peacock and turquoise blue, pale primrose yellow, and the ever-popular black. In a Jenny model silver tissue and black net embroidered in sequins forms the skirt, with a girle of peacock blue and gold brocade, and long-waisted bodice of silver embroidered net—making a most alluring whole. Others are every one distinctive in design, and beautiful of fabric, whether they be elaborate affairs or youthful and unsophisticated. And they were formerly marked at prices very much greater than their present figure of **35.00**

(To be placed on sale promptly at 10.30 Wednesday morning.)

Men's Black Cashmere Plated Socks, 39c

This medium weight cashmere plated half hose, knitted from wool-faced cotton-centred yarns, is surely extraordinary value at the price. All sizes. Wednesday, to clear, pair, **39c**, or 3 pairs for **1.00**

Good Hosiery Values for Women and Children

Children's Ribbed All-wool Cashmere Hose, knitted with honeycomb knee, with 4-ply yarns, heels, toes and sole extra spliced. Sizes 7 1/2, 8 and 8 1/2. To clear, special value, per pair **.33**

Misses' and Small Women's Union Cashmere Stocking Feet, made from wool and cotton mixture yarns. Directions for sewing on to the legs of old stockings on every envelope. Three pairs in envelope, in sizes 8 and 8 1/2 only. At 3 pairs for **.25**

Women's Plain Black Cotton Hose, 200 dozen pairs, in medium weight. Sizes 8 1/2 to 10. To clear, 3 pairs for **50c**, or, pair **.18**

Women's Fibre Silk Hose, in new shades, including bronze, pearl grey, taupe, champagne, black, white or tan. All sizes. Made in a close, strong, even weave, with deep cotton welt, cotton spliced toes, heels, sole. All sizes, pair **.85**

Women's Stylish Footwear Less Than Half-Price

For this item we cannot take phone or mail orders, the quantity being limited.

They are all of a style and quality that women will be elated with and surprised to find at such a price as **1.95**

Some are of vici kid leathers, button and laced styles, with high tops; some are of patent leather, in laced style, with dull kid tops, or patent button style, with cloth tops, Cuban or Louis heels, and Goodyear welt soles. Sizes 2 1/2 to 8. Wednesday, pair **1.95**

Men's Boots of box veal leather, in Blucher laced style, and with heavy soles, slugged with rows of brass nails. Sizes 6 to 11. Wednesday, pair **2.45**

Boys' Boots of box veal leather, in a Blucher style, and with round toes and strong soles. Sizes 1 to 5 1/2. Wednesday, pair **1.95**

Women's Spring Coats Priced at \$8.95

An early morning attraction, indeed, for we have but a limited quantity of these attractive coats, specially priced for quick clearance. They are 42 inches long, have roll or shawl collars, are belted all around with crossover in front, black silk braid adorns the collar and belt, with buttons to effect fastening in front, and cuff trimming. They are yoke-lined. Sizes 34 to 42. Come early Wednesday and procure one of these smart coats. At **8.95**

Smartly Trimmed New York Satin Hats, \$2.95

Ordinarily they would sell for double the price, but in order to create special millinery interest we have marked them all at the low figure of \$2.95 Wednesday. All are absolutely new hats of the tailored order, comprising large and small sailors, turbans, chin-chins and other modish small shapes. They appear in black and a number of pretty colors, blues, greens, browns and sand. Trimmings mostly constitute ribbon smartly applied. Come early when selection is best. Wednesday the very low price is **2.95**

Smart New White Voile Blouses \$1.50

They are made of fine white voile, with some collars in the popular long pointed effect, which fits closely to neck at back. The fronts are in a variety of pretty embroidered designs. One style has pretty collar of embroidered organdie, finished with wide guipure edging, and tucked front. Others have sailor collars, lace trimmed or with insertion. Also numerous other styles. Sizes 34 to 46. Price **1.50**

Imported Lingerie Blouses of White Voile \$2.95

One particularly smart style has rows of guipure insertion set in to give yoke effect, and finished with arrow-head embroidery, and the collar, which is round in shape, is finished with lace. Another smart blouse has front effectively adorned with tucks running horizontally and vertically, and a scalloped collar, with sailor effect at back, finished with lace and adorned with embroidery in tiny dots. All fasten with pretty pearl buttons. Also other styles showing convertible collars and plain tucked effects. Sizes 34 to 46. Each **2.95**

Crepe de Chene Blouses at \$3.95

Blouses of crepe de chene are procurable in several pretty styles, some having large hemstitched collar, open front, with clusters of cross tucking, long sleeves, and neat cuffs. Others have convertible collar with silk tie, front trimmed with deep tucks. Also plain-tailored style in tub silk with new roll collar. Sizes 34 to 46. Priced at **3.95**

Middies of White Jean, 79c

They are fashioned of good white jean, in the popular "Admiral" and "Jack Tar" brands, made in straight regulation lines with colored collars of blue or red, and laced fronts. Some have hand trimmings. Sizes 16 years to 42 bust. Clearing price Wednesday **.79**

Grand Clearance of Women's Neckwear, Wednesday, Each, 57c

They are fashioned of such popular materials as Georgette crepe, satin, pique, crepe de chine, crash, etc., and offer a splendid variety of styles. Some are in the popular roll effect, with square front; others are in the popular sailor style; some have points over the shoulder, and also numerous others. Some are trimmed with Swiss edgings, others with filet lace, and some show insets of shadow lace, others lace insertions, and finished with edge to match. Wednesday, extra special, each **.57**

French Veilings, Wednesday Away Less Than Half-Price at 50c Yd.

Veils should play an important part this season and promise to be very popular with the jaunty little hats which fashion has chosen. Here, then, is the woman's opportunity to secure one at away less than half usual price. They are dainty French Veilings, in numerous pretty effects, in fancy meshes. Some finished with borders, in hand-run, fringe or lace style. Some are rather plain, while others are procurable with colored spots, or spots in self-color. Still others are in shadow effects, which are very attractive. The colors include black, brown, navy and grey. Wednesday, away less than half price, per yard **.50**

THE T. EATON CO LIMITED