TUESDAY MORNING

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of whichever

Main Street

THE TORONTO WORLD FEBRUARY 24 1914 EATON'S DAILY STORE NEWS STORE OPENS AT 9 A.M. CLOSES AT 5.30 P.M. SEE OUR 5-DRAWER DROP-HEAD SEWING MACHINE AT \$19.00

Negligee Shirts in a Rush Selling, Each 39c

This most remarkable special selling results from the purchase, at a very low figure, of the surplus stock of a leading.Canadian manufacturer. A whole counter will be taken over for this event, and sizes will be arranged separately to make choosing easy.

The Shirts are all in neglige style, with attached, laundered cuffs and neckbands; some coat style. Mostly colored stripe effects on light grounds. Sizes in the lot, 14 to 17. Not more than two shirts to a customer. For a great 9 o'clock rush, Wednesday, each...39

Men's Silk and Knitted Ties, Some Half Price, Each 121-2c

An early morning clearance of Men's Four-in-hand Ties, offering splendid selection for everyday or business wear.

The silks have wide ends and are in diagonal stripes, figure and scroll effects; the knitted are mostly in plain shades, "Seconds." Colors in the lot are navy, brown, gray,

Boys' Jersey Suits. An advanced shipment of English jersey suits in a fine ribbed weave with brush back. Pullover style, buttoned on shoulder. Knickers are in the loose knee length, open at sides. Colors are brown or

Men's Fine Merino Underwear, "Imperial" brand, spring weight, in a clean, natural color. Shirts are single-breasted and have sateen facings, close-fitting cuffs and ankles, pearl but-

Men's Nightrobes, made from a nice soft English flannelette. EATON made. Attached soft turn-down collars, breast pocket, slipthrough cuffs, double yoke across back and gusset at side seams. Colors are a combination effect of blue and white and pink and white. Sizes, Men's Suspenders, "Premier" brand, styled with cord back on swivels, which gives to the slightest movement of the body. Patent cast off ends. Made in strong lisle webbing.

Main Floor---Centre.

Men's Fur-Lined Coats So near the end of the season that a manufacturer named a price on these Coats that enables us to mark them away below usual value.

They have good quality Southern muskrat lining with dressy, well cut beavercloth shells and collars of German otter. Wednesday 17.95 Men's Splendid Quality Coon Coats, made of thickly furred, nicely marked skins and finish. ed with deep shawl collar, af fording perfect protection in any weather. The ideal coat for motoring. Only a few in stock, so don't delay in making a selection at remarkable value price, each 50.00

Main Floor-James St. Men's Umbrelles \$1.69

Men will have the chance to secure very neat Umbrellas at this specially low figure. Highgrade silk and wool covers, all cased, paragon frames and steel rods. Handles of ebony, box wood and horn with sterling silver and rolled gold mountings. Splendid selection and most favorably priced for early buying, each 1.69 Walking Sticks. We are showing some styles in part-ridge, Malacca, ebony and pimento in plain woods, also with sterling silver and gold mounts. Prices range from

In Conjunction With the Formal Spring Opening

A GRAND PROMENADE OF FASHION

Illustrating All That is Newest in Costumes and Accessories, Will Be Presented in the Large Lunch Room on the Fifth Floor

On Monday, Tuesday, Wednesday and Thursday, March 2, 3, 4 and 5

Twice Daily at 9.30 a.m. and 3 p.m.

Admission by tickets, which are procurable at the Promenade of Fashion Bureau, Third Floor, Centre.

Second Day Attractions in the Three Day Special Selling of Oriental Rugs

Hundreds of Oriental Rugs in clearance, some at less than half-price.

With the prevalence of hardwood floors in modern homes, the Oriental Rug has become of greater interest than ever, and these prices at which we have marked a great specially purchased lot, should create still greater interest, for some of them are actually half-price and less.

It's an opportunity that occurs once in a great while. Here are splendid Shirvans and Mossouls Oriental Rugs, in those deep rich colorings only obtainable in the genuine. Suitable for halls, dens and libraries. Average size 3 ft. 4 in. x 5 ft. 6 in. Wednesday-Sale price 14.50

A number of Kazakjias, Shirvans, Mossouls and Gheundjes Rugs, in rich shades of red, blue and ivory. A useful rug in any room in the home. Average size 3 ft. 9 in. x 6 ft. Wednesday Sale price 19.50

Persian Hall Strips, also a number of Gheundjes and Kazakjias Rugs, some less than half-price. The hall strips are also useful on stairs. Average size, hall strips, 3 ft. 4 in. x 12 ft., and average size of Gheundjes and Kazakjias, 4 ft. x 6 ft. 6 in. Wednesday Sale price 24.50

A fine lot of Kazak and Gheundjes Rugs for halls, dens, libraries and living-rooms, woven with a long lustrous pile, average size 4 ft. 6 in. x 7 ft. Wednesday Sale price, 29.50

Cabistan, Gheundjes, Hamadan and Mossouls Rugs. Average size 4 ft. 6 in x. 8 ft. Wednesday sale price 34,50 Fourth Floor.

> Very Smartly Styled Norfolk Suits for Big Boys

Boys' Bloomer Suits, in a strong, rough tweed, gray diagonal weave. Made up in the single-breasted Norfolk style, with yoke and pleats, belt at waist. Good quality body linings. Bloomer pants. Sizes 29 to 34.... 6.00

And this is a style that is receiving extensive display in our Men's Clothing Department. Models suitable for men and young men. Several lines as follows:----A smartly styled single-breasted fly-front Chesterfield, made from a black vicuna cloth of nice finish, is 42 inches

The Smartly Fitting Chesterfield is

Favored Spring Model for Men

