

EATON'S DAILY STORE NEWS

New Spring Headwear For Men



A Very Pleasing Soft Felt Hat

One of the latest American styles. Soft fur-felt in fawn shade, with darker binding. Crown of medium height worn dented; brim rolls high at back, tapers forward to a dip front. Calf leather sweat-band. This is a hat that is sure to find favor with the motorist, though excellently suited to general spring wear. Price 2.00

New Silk Dress Hats

Our dress hats are made from fine glossy pure silk with best quality trimmings. They show the results of utmost care and skill in the making. Perfect to a detail in style; slightly belled crown, roll brim. White silk finish inside. Price 6.00

Similar style with flatset brim, for young men, at 5.00

Children's Tam-O-Shanters

Navy blue beaver cloth; soft crown, with fancy bands and streamers. Suitable for school wear. Extra value at25
MAIN FLOOR—QUEEN ST.

Our Wallpaper Guarantees

Nominally we guarantee the quality and the length of every roll. In effect when you buy from us you can depend on the patterns being the latest, the deliveries being complete and on time, any work we may do for you being correctly finished and in every way you may expect perfect satisfaction. Special values for Thursday:

TAPESTRY WALL PAPER FOR DINING ROOMS, halls and dens, is made in brown colorings, complete combination of side wall, ceiling and 9-inch border. Wall and ceiling single roll, 10c; border 2

PAPERS FOR ALL ROOMS AND HALLS, have patterns outlined in gold, a large selection to choose from and big variety of colors, with 18-inch borders and ceilings to match. Wall and ceiling, single roll 15c, 18-inch shaded frieze, yard 6c.

A NEW DESIGN IN WHITE EMBOSSED moiré ceiling paper, is very fine for any room from drawing rooms to bedrooms, and is suited to any ceiling where the old white moiré is used. Single roll, 12

1500 ROLLS ENGLISH WALL PAPER, you can make your selections from this lot for every use in the papering of your home. Papers for dining rooms, bedrooms, parlors, halls, or sitting rooms, are balances of good selling lines that must be cleared to make room for new papers. Thursday single roll 8

ENGLISH INGRAIN PAPERS, 21 inches wide, in red and green, can be used as dados, etc. Reduced to clear, Thursday single roll 10

NEW AMERICAN WALL PAPERS, for dining rooms, sitting rooms, libraries or dens, in most popular colorings, both light and dark for high-class home decorations. They are bright designs, differently arranged to get unusually good effects. Single roll 40
—THIRD FLOOR.

Price List on Floor Finishes

1500 LBS. JOHNSON'S FLOOR WAX, just arrived, is right on time for the Spring cleaning of your waxed floors. It will make old floors and furniture look like new. Put up in 1/2 lb. tins, each 25c; 1 lb. tins, 45c; 2 lb. tins, 90c; 4 lb. tins, each \$1.80; 5 lb. tins, each \$2.25.

Star Floor Oil
Dust can easily be kept down. Star Floor Oil saves labor. Anyone can use it. On the average floor it gives good results and preserves the floor as well. Quart, 35c,

half gallon, 60c, gallon, \$1.00.
Floor Weighted Brushes
15 lbs. weighted floor brushes, each 1.85
25 lbs. weighted floor brushes, each 2.25
—THIRD FLOOR.

2000 Women's Ribbed Vests, Maker's Seconds, Each 10c

Every garment that leaves the factory must be absolutely perfect in every detail. A drop of oil—a missed stitch—or a soil of any kind immediately renders them "seconds" and they are packed away until the maker's orders are complete. With this season now over, a manufacturer cleaned up his entire stock of "seconds" to us at a price that will enable us to sell them at less than actual cost. Some lines from our regular stock, perfect in every way, are included in the lot to complete assortments. Eight o'clock is the hour to attend to this offer, and you'll have to hurry at that. They're pure white with no and short sleeves; sizes 32 to 38. Clearing, 10

The Why of the Easter Season

When they first escaped from their gloomy Winter quarters in the Spring, our dim and distant Saxon ancestors began it, they say, by a feast and gift-giving of barbaric splendor.

Very little different is our Easter celebration. Everyone is full of the spirit of Spring, of returning life, quite aside from the religious beauty and meaning which we love to attach to the great awakening season of the new year.

And how better express one's joy, then, in making someone else happier by a loving remembrance, a little gift or message, particularly to the children? For them there's a huge line of Toys and Eggs, Cocks that crow, and every sort of Rabbit, etc., on the Fifth Floor, and tiny Chicks and Candies galore on the Main Floor, costing from5 to .35

Wonderful "Bunnies" and Novelties in Toyland

There are roly poly "bunnies" that refuse to lie down priced at 25c and 50c. And there are wee ones with long ears and great wise looking fellows, and there are fluffy yellow chickens that when wound up will flap their wings and hop all about—nests of chickens of all sizes—fancy wagons and automobiles—"Miss Dollikins" in the 75

In another corner is Mr. Rooster in Indian play suits, 1.25; rough-riding a cage and when you press a spring play suits, 1.50; cowboy play suits, he steps outside and crows. His 1.75; made of strong duck; sizes to price is only 25 fit every boy.

Beside there are hundreds of other Easter novelties that would delight the heart of any boy or girl. Easter prices range from 10c up.

35c For Men's Underwear

Fine balbriggan quality in natural shade. Close fitting cuffs and ankles, sateen binding, pearl buttons; sizes 32 to 42. Per garment, shirt or drawers 35
MAIN FLOOR—QUEEN STREET

Men's Linen Collars

Low enough in price to induce any man to anticipate future wants for a long time ahead.

Imported collars in two styles, turn points, 2 1/4 inches deep, and low turns down. Not every size in both lines, but all sizes from 14 to 17 1/2 in the lot, so send phone orders early if you cannot come. 2400 collars, at each 5

Spring Overcoat: Choose It Now, Men

There is a growing demand for the Light Spring Overcoat.

And that increased demand will here be met with gigantic assortments, of wondrous variety.

Choose from varied models; the fly front Chesterfield and the buttoned-through-design, the plain flap pockets and the patch pockets; the plain cloth and the velvet collar. And choose from a wealth of different patterns in the materials, and from varied weaves, as the herring-bone diagonal; and from plain shades, including the staple black in many qualities of cloth.

Men will find this Store ready with the new coats as they rarely are shown in one aggregation. And the prices are attractive in the extreme:

AT \$10.00—Fly front and buttoned-through effect Chesterfield. New greys, in light and oxford shades. Cheviot cloth in herringbone and diagonal weaves. Good linings and trimmings. 10.00

AT \$12.39—Black vicuna cloth overcoats, lined with black twilled silk. 44 inch Chesterfield style with plain lapels nicely shaped and good fitting collars 12.39

AT \$12.50—Variety of shades in fancy cheviot, in new diagonal herringbone weaves, also plain grey twilled worsted. Some have velvet collars to match, and pockets. About 44 inches long. Well lined 12.50

AT \$13.50—Worsted finished fabrics in blue, grey, clay twills and in plain grey diagonal woven cloth. Some smart effects for young men. Extra well made and lined 13.50

AT \$15.00—Several new cloths in fawns, greys and oxfords in diagonal and herringbone weaves, some of which the young men are strongly favoring. Very stylishly cut and tailored, about 44 inches long, buttoning through or under a fly. Good quality linings 15.00

SILK-LINED SPRING OVERCOATS—An English made black vicuna cloth; cut in conservative model, 44 inch Chesterfield, with plain lapels 15.00
MAIN FLOOR—QUEEN ST.

Boys' Clothing for New Spring Wear

SPRING-WEIGHT REEFERS, smartly cut from a navy blue cheviot finished serge, on the double-breasted model, with brass anchor buttons and with emblem on sleeve; Italian body linings. This is a very serviceable and dressy little coat, suitable for school wear; sizes 21 to 28. Extra value 2.19

THREE-PIECE SUITS, of imported worsted materials, in a neat shade of brown, and grey, with narrow striped effect. Double-breasted. Serviceable body linings, knee pants; sizes 28 to 33. Price 5.00

NORFOLK SUITS, stylishly tailored in single and double-breasted styles, from the newest Spring patterns in a pretty shade of grey mixture. Italian cloth lining, knee pants; sizes 24 to 29 3/4. Single-breasted \$3.29, double-breasted \$4.00.

SAILOR SUITS of superior quality navy blue serge. Loose fitting blouse with deep sailor collar, trimmed with two rows black soutache braid. Flannel adjustable front with emblem. Good quality trimmings. Straight pants; sizes 23 to 27. Price 3.87

The Roads are Fine For "Wheeling"



Interest Centres on Our Bicycle For Men and Women

We are not asking you to experiment with an unknown wheel, in presenting this bicycle for another season. It has been tried and proven satisfactory for years; shown to be an easy-running, sturdily built, durable machine. And the price is decidedly low.

Here are a few details of construction:

CHAIN—3-16 ins., 1 in. pitch. Black pattern.

HANDLE BARS—Upturned, 18 ins. wide, nickel plated and highly polished.

PEDALS—Men's rat trap, 3/8 ins. Women's, rubber.

WHEELS—Fitted with single piece Dunlop rims, enamelled black with two fine gold lines on each side. Dunlop guaranteed tires, 28 ins. x 1 1/2 ins.

COASTER BRAKE—Hercules. TOOL BAG—Contains wrench, oil can and hand pump.

Bicycle Sundries in a Full and Complete Assortment.

FRAMES—Women's, 20 ins., 22 ins. Men's, 20 ins., 22 ins., 24 ins., made from seamless steel tubing. **FRONT FORKS**—Sides oval, made from steel tubing. Triple plate, crown of handsome design, nickel plated.

FINISH—Black enamel. All bright parts nickel plated.

CRANKS—One piece, drop forged, half diamond.

CRANK HANGER CONES—Hardened and ground, two point contact bearings. Men's, 7 ins.; women's, 6 1/2 ins.

Sporting Goods Section—Fifth Floor.

Odd Shades In Gloves

In women's French kid gloves there's a style made from genuine and flawless kid skins, that has one large clasp and two strand silk embroidery on the backs. The newest shades of blue, rose, amethyst, crenelle, neptune, champagne, white and black make it easy to select a perfect glove for your Easter costume. Per pair 1.50

Women's capekin gloves with one clasp, outside seams, bolted thumbs, gusset fingers and spear pointed backs, in tans only, are correct gloves for early Spring wear and because of the stout quality of the skins keep their jaunty air long after other gloves have been cast aside. Per pair 1.00

CHILDREN'S LAMB SKIN GLOVES, with one clasp, pique sewn, gusset fingers and Paris points, are made to fit children from one to ten years old, in tans only. Thursday, per pair 50

Women's fine cashmere gloves, with two dome fasteners, fleece lined and silk stitched points, in black only. Thursday, per pair 35
MAIN FLOOR—YONGE ST.

Hosiery

Men's plain black cashmere hose, with seamless finish and double heel and toe. Thursday, per pair 15

Boys' heavy ribbed black cotton hose, with extra spliced knees, sole, heel and toe, in seamless finish, colored with the best stainless black dyes; all sizes, at per pair 12 1/2

Eatonia Footwear for Spring

No. 740—Women's fine black kid blucher boot, Goodyear welted soles, new short vamps, dull kid tops, very neat 3.00

No. 604—Women's fine black kid blucher boot, Goodyear welted soles, specially adapted for dressy street wear 3.00

No. 071—Women's fine patent coltskin blucher boot, dull tops, Goodyear welted soles; these are dainty 3.00

No. 587—Women's fine kid dress boot, all bright kid blucher tops, light hand-turn soles, fits like a glove, 3.00

No. 688—Women's fine kid oxford shoe, patent toe cap, Goodyear welted soles, dull kid backs, swell for walking 3.00

No. 529—Women's fine patent colt, oxford shoe, plain vamp, blucher style, hand-turn soles, for dress 3.00

No. 620—Women's fine patent colt oxford, with Goodyear welt sewn soles, a special favorite 3.00

No. 822—Men's fine genuine dongola kid, blucher tops, Goodyear welted soles, good weight, for business wear 3.00

No. 930—Men's calf blucher boots, in popular styles, nothing better for walking, Goodyear welt soles, 3.00

No. 497—Men's patent coltskin, blucher boots, dull tops, Goodyear welt soles, dressy styles 3.00

No. 1410—Men's tan calfskin blucher tops, the best color, welted sewn soles, plain or wing toe 3.00
SECOND FLOOR—QUEEN ST.

Stylish Street Hats Low Priced

Street hats of fancy straw braids, in navy, black, sage, brown, rose, prunella and burnt, smartly trimmed, good styles for business or street wear, Thursday 2.25 each

UNTRIMMED DRESS SHAPES, in fine chip, mohair, fine and coarse fancy straws in about ten of the best Spring styles, colors are navy, black, rose, green, prunella, red, brown and burnt, each 1.50
SECOND FLOOR—YONGE ST.

The Benjamin Pneumatic Air Rifle

Shoots Ten Times Harder than Any Spring Air Gun



Will shoot through half an inch of white pine. The "Benjamin" has two barrels, instead of the usual single barrel. One small barrel for shot and a larger one underneath, called the compressed air chamber. Inside this chamber a rod works as a pump, and compresses air into the larger barrel. The more air pumped in, the greater force the shot will give.

It's the best air rifle for target shooting, or for small game, such as sparrows and squirrels, because of its great force. Shoots regular size air-rifle shot. No danger with small boys using the gun, as they have not enough strength to put a strong force into it. Shoots smoothly and makes little noise. Will also shoot very true by reason of its great poise. It is 37 inches long and weighs two pounds. Stock is of walnut and barrels full nicked. This rifle will outlast any ordinary air gun, as it has no spring to get out of order. Our price is 2.50
FIFTH FLOOR.

T. EATON CO. LIMITED