

# EATON'S DAILY STORE NEWS

## MEN'S WEAR: The New Waterproof and Motor Coats For Spring

For rainy weather wear this Spring, we show a more protective sort of garment than has been general hitherto. A waterproof that buttons to the neck, with military collar, and is made of that ideal raincoat fabric, Paramatta cloth.

Choose from a very broad assortment at most accommodating price-range,

AT \$5.90—Waterproof and motor coat for wet, stormy weather. Made of an olive paramatta cloth with checked linings. Prussian collar buttoning up close to throat. Extra value at **5.90**

AT \$7.90—Imported English paramatta cloth, motor or waterproof coats in a fine double texture material, olive and fawn shades. All seams sewn; Talma or slash pockets. Military collars **7.90**

AT \$10.00—Very smart waterproof coats, roseda and fawn shades; double texture paramatta cloth, English mixture. Long full coats with military stand collars; slash or Talma pockets. Rubber faced buttons **10.00**

AT \$11.50—New style motor coat, the "triple front" has three-ply material across breast of coat. Long single-breasted effect with military collar. The material is an English paramatta cloth in fawn and roseda shades. Slash pockets **11.50**

"THE RAGLAN" waterproof motor coat of fawn and roseda paramatta cloth, double texture, fine finished fabric. Slash pockets; military stand collar; all seams sewn. Price **11.50**

AT \$13.50—Fine paramatta coats, for motor, etc., made of a very fine finished paramatta cloth in fawn and olive shades. Cut "Raglan" style (continuous sleeve to neck), all seams sewn and have strapping of same material, 7/8 inch width **13.50**

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## Examine Our Upholstered Furniture

You will find a quality in the springs, in the well laid padding, in the stout, carefully fastened strapping and ticking that will surprise you. You will find a diversity in the covering material, silks, velours and tapestry that gives individuality to the styles.

**THE SECRET IS THIS:**—In our own factories every detail of these operations is studied and carried out. You can buy from the manufacturer, and the middleman's profit helps to put the extraordinary quality into the goods and finish.

Take these specimen values and compare them with the goods.

Parlor furniture affords a magnificent display of arm chairs, reception chairs, arm rocking chairs, parlor suites, davenports and couches, all the new and popular designs, covered with new fancy silks, tapestries and velours.

Davenport sofa bed, with wood ends in early English finish, is a sofa by day and a double bed by night, simply constructed and easily operated, is very comfortably fitted with the best coil springs and upholstered in felt, covered in velour **26.00**

Arm chairs of genuine mahogany, handsomely designed, have large spring seats, covered in fancy silk tapestry **11.90**

Three-piece parlor suites, have birch mahogany frames of new design and include an arm chair, arm rocking chair and settee with upholstered seats, covered in fancy velours **18.00**

Three-piece parlor suites, with mahogany finished frame, show assorted patterns, highly polished, the spring seats are covered in tapestry and velour **21.90**

Parlor arm chairs, in mahogany finish, with upholstered spring seats, covered in new patterns velour **4.50**

Parlor arm chairs, rocking chairs and reception chairs of genuine mahogany and mahogany finish with upholstered seats, covered in fancy silks and velours **7.90**

Three-piece parlor suites of mahogany finished frames, highly polished, are of new design, the upholstered spring seats covered in fancy silk and tapestry **31.50**

Wire back all-over upholstered chairs, are exceedingly comfortable and serviceable, a large size, covered in denim **17.50**

Chesterfield sofa, all-over upholstered, 6 feet long, suitable for living room or library, covered in green denim **44.50**

## Wall Papers That Suggest Color Schemes

The season's papers have been designed with such consummate art that the shade combinations and color contrasts are safe guides to the complete furnishing of your drawing room.

On the other hand if two colors happen to jar in your furnishings they can often be harmonized by selecting a paper in which both colors are blended.

The papers themselves are a dream of elegant colors and exquisite patterns, from the French silks to the sturdy German and chintz-like English patterns.

Japanese grass cloth, for the panelling of dens, libraries, sitting rooms or dining rooms, is 36 inches wide, and is made in brown, red and green colorings. Half price, per yard **.25**

American varnished tile wall paper, in stripe, brick, floral and set figure patterns, for kitchens, halls, or bath rooms, comes in blue or green colorings. Per single roll **.25**

American wall papers, in conventional and art designs, are intended for lower rooms or halls and show a large variety of new 1910 papers. Per single roll **.40**

New English drawing room papers, in green, yellow, blue, ivory and other delicate colorings, have designs most artistically arranged. Per single roll **.50**

English hall and dining-room papers, in light, dark and medium shadings, lend themselves readily to high-class decorating. Per single roll **.75**

High-class American wall paper, shows an exceptionally fine shade of brown, background is intended for use in hall or dining room decorations. Per single roll **1.00**

English bedroom papers, in stripes, florals and small patterns, show designs for almost any style of bedroom decoration, in many new shades. Single roll **.50**

French Tussah silk drawing room papers, in champagne, blue, cream and green, represents a class of papers that is a perfect substitute for real silk in up-to-date drawing rooms. The finish and silky lustre are all that could be desired. Per single roll **1.75**

Blank wall papers, in complete combinations of side wall, ceiling and border, ordinary rooms can easily be made bright at very small cost. Pretty papers can be had at single roll **.5**

9-inch border, per yard **.1 1/2**

Gilt wall paper, in styles designed for halls, sitting-rooms, dining rooms and libraries, some of the patterns are outlined in heavy gold, have 18-inch shaded fringe and ceilings to match. Single roll **.15**

18-inch border, per yard **.6**

Plain stripe wall paper, for bedrooms in white and blue, green and white, white and pink, etc. Comes in side wall only. Single roll **.15**

THIRD FLOOR

## Many Young Men Favor the Soft Hat For Spring Wear



MAIN FLOOR—QUEEN ST.

We've prepared extensively to meet that demand. New styles, new finishes in the felt, new textures, new shades—a very broad assortment of new fashions.

One pleasing style is a new soft hat in a Myrtle Green. A dashing style with turned stitched brim and self-colored corded silk band. The illustration shows the effect. Hat is of good quality fur, 2.00 felt, and moderately priced at **2.00**

Another new style that bears a smart, jaunty appearance and conforms comfortably to the shape of the head, is a sage green soft fur felt, with darker silk band. Slightly roll brim, with raw edge; calf leather sweatband. This hat can be worn in so many variations of brim and crown that it affords a constant "change" of headware. The price is **1.50**

### Derby Hat in a Dressy Style

Made from genuine fur felt in a very fine smooth finish; pure silk trimmings, Russian calf leather sweatband. It has rather a full crown, and the brim is narrow and flat set. An approved Spring style. Price **2.00**

## BOYS' SUITS Spring Fashions

Easter rush buying starts Monday, and our clothing stocks were never better ready to supply the clothing wants of boys big and little. The few items that follow tend to show how very comprehensive is the assortment in all lines.

Bloomer suits of an all-wool navy blue English clay twill worsted. Coats three-button, double-breasted, with stitched cuffs; loose fitting strap and buckle bloomers, Italian body linings; sizes 29 to 33. Price **7.50**

Bloomer suits very smartly tailored in the new patterned imported fancy tweeds, in pretty shades of brown, dark and medium shades of green, neat striped effects. Coats double-breasted, with and without belts. Good quality trimmings. Strap and buckle bloomers; sizes 24 to 28. Price **5.00**

Two-piece suits in the popular Norfolk style, single-breasted box pleated coats with belt. Variety of new patterns and shades, Italian cloth linings, knee pants; sizes 24 to 28. At \$2.75, \$3.29, \$4.00, \$4.50.

Three-piece suits of imported tweed in a pretty shade of brown with small stripe patterns. Coats double-breasted, knee pants, Italian body lining; sizes 28 to 33. Price **5.00**

Three-piece suits, stylishly tailored from English fancy worsteds in the new Spring patterns and shades. Single and double-breasted. Best trimmings, knee pants; sizes 28 to 33. At \$5.00, \$6.00, \$7.50, \$8.50 and \$10.00.

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## Spring Undergarments for Men

Imported fine natural wool undershirts and drawers, in spring weight. A little cotton carded in to help render it unshrinkable. Natural shade. Sizes 34 to 46. Per garment **.75**

MAIN FLOOR—QUEEN STREET

## Men's Sateen and Zephyr Shirts, Monday 33c

Two items that promise substantial price saving to early buyers.

Black sateen shirts of fairly heavy, enduring quality. Seams are double-stitched. Well proportioned and generously cut, with attached collar; sizes 14 to 18. While a limited quantity lasts. Each **.33**

Scotch zephyr shirts in a wide color assortment of neat stripe patterns. Neglige style with small cuffs attached; all sizes. They are of very much better qualities than the price would indicate as they are a maker's "seconds" and a wonderfully low figure is effected to clear them. Each **.33**

MAIN FLOOR—QUEEN STREET

## The EATON Watch is a Student's Aid

With its absolute, unvaried accuracy it stimulates the regularity that is the secret in student life.

The EATON watch itself is the result of years of careful development. Each of its jewels has been added to do a certain duty, the adjustable settings were adopted to make possible a more exact regulation. In fact everything has been done to make the EATON an ideal watch.

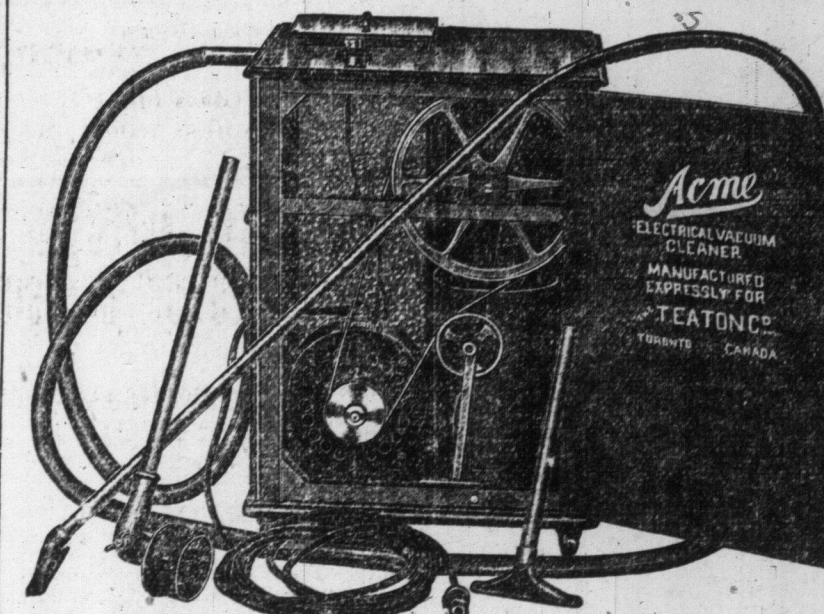
The case is made to suit the individual liking, in solid gold or gold-filled. Fully guaranteed in every particular. The EATON welcomes close acquaintance.

17 jewel EATON with every improvement in a gold filled case that we will renew at any time should it prove unsatisfactory; size 12 for **12.50**

MAIN FLOOR—YONGE ST.



## The Dustless Home is the Germ-free Abode



"Half the ills that flesh is heir to" may be avoided by simply keeping the lungs free from the germ-laden dust; always present where old-fashioned methods of sweeping are in use, but the "Acme" Electric Vacuum Cleaner offers means of securing immunity.

If you have little ones playing on the floor, you owe it to them to remove every particle of dust, and the "Acme" will do it; the price will be saved in doctors' bills in the average family.

Either direct or alternating currents will operate the "Acme," which is built to take its power from the ordinary electric light plug for house use.

Small enough and inexpensive enough to be a reasonable equipment for proper housekeeping, the "Acme" is large and powerful enough to serve clubs, stores, schools, churches and other semi-public buildings, yet weighs only 60 pounds.

Different nozzles and brushes are designed to clean behind pictures, under furniture and registers, on top of the doors and mouldings, under the edges of rugs, everywhere in fact that dust may lodge. A demonstration will interest you.

The "Acme" cleaner is a household and business necessity. Machine **\$100.00** complete

A CARPET SWEEPER saves time and much hard work in the everyday sweeping of carpeted floors. Our "Grand Rapids" and "Jubilee" are excellent \$3.00 sweepers; the "Eaton" a good \$3.50 value, and the "Elite" a splendid \$4.00 sweeper.

—Demonstrated on Third Floor.

# THE T. EATON CO. LIMITED