WEDNESDAY MORNING

of

THE TORONTO WORLD Have the "EATON" Plano Demonstrated to You at the Music Hall, 3rd Floor, Price EATON'S DAILY STORE NEWS

APRIL 26 1911

Mark Envelopes fer Mail Orders for Goods on this Page 'City Ad.'

EATON BRAND" Clothing for Men and Boys

You just try an "EATON BRAND" suit on once, and if it does not fit you perfectly we make any alterations necessary.

"EATON BRAND" Clothing of Quality.

Sometimes when you see a stylish, well-fitting suit on a man you wonder how long it is going to keep its shape. There's 'no cause for wonder about an "EATON BRAND" suit. If you look in the inside pocket of the coat you will see this label.



That is our guarantee that the clothes will hold their shape. If they are not as we represent them bring them back.

We give "EATON BRAND" clothing a high guarantee because

we know each garment to be designed by an artist who KNOWS what men who dress fashionably are wearing in New York and London,

You save time and money. Making suits for men in such large quantities as we do in our men's tailoring u orkrooms we are able to save money in the making. That's why it's to your advantage to buy your clothing here, for you get such extra good value.

are all carefully selected and cold water shrunk, as is the cloth. The men who are employed in the production of the clothing are expert workmen. High-class tailors shape the shoulders, collars and lapels of the coats and have charge of the finishing of the garments. The haircloth stiffening goes right to the bottom of the coats and the pockets are built to prevent

them from sagging.

\$15.00—Scotch Tweed Suit in a mid-grey shade, with colored overplaid, also a Scotch tweed in a rich shade of brown in a small check, with a green stripe every 13/4 inchessingle-breasted models, \$15.00.

\$16.50-A Navy Blue Suit of a clay diagonal English worsted, made from pure Botany yarn, with a finish that will not readily gloss -single or double-breasted, \$16.50.

\$18.00—At this price a wide selection is offered in several shades of brown and grey in neat, small designs, pin checks, stripes and basket weavessingle-breasted models, \$18.00.

\$20.00—In navy blue, a Clay's worsted is shown in a fine twill, and a suit of Scotch tweed in a golden brown shade, with a brown stripe, in a cassimere finish, is also offered-single-breasted models, \$20.00.

\$22.50—A line is shown at this price in several shades of grey, in fancy woven, small patterns, and stripe effects, in worsted materials, \$22.50.

\$25.00-Beautiful effects in shades of grey and golden brown, in single-breasted sack suits are shown in Scotch and English worsted goods, \$25.00.

And there are "EATON BRAND"

